

United States Department of the Interior
National Park Service

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9-28-06

**NATIONAL REGISTER OF HISTORIC PLACES
REGISTRATION FORM**

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in How to Complete the National Register of Historic Places Registration Form (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name **Goldblatt Bros. Department Store**
other names/site number **Oppenheimer's, J., Department Store**

2. Location

street & number : **4700 South Ashland Avenue**
city or town **Chicago** _____ vicinity
state **Illinois** code **IL** county **Cook** code **031** zip code **60609**

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this nomination _____ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets _____ does not meet the National Register Criteria. I recommend that this property be considered significant _____ nationally _____ statewide locally. (____ See continuation sheet for additional comments.)

Walter L. Weber / *ISHPO*
Signature of certifying official

9-27-2006
Date

Illinois Historic Preservation Agency _____
State or Federal agency and bureau

In my opinion, the property _____ meets _____ does not meet the National Register criteria. (____ See continuation sheet for additional comments.)

Signature of commenting or other official

Date

State or Federal agency and bureau

American Indian Tribe

Goldblatt Bros. Department Store
Name of Property

Cook County, Illinois
County and State

4. National Park Service Certification

I, hereby certify that this property is:	Signature of the Keeper	Date of Action
<input type="checkbox"/> entered in the National Register <input type="checkbox"/> See continuation sheet.	_____	_____
<input type="checkbox"/> determined eligible for the National Register <input type="checkbox"/> See continuation sheet.	_____	_____
<input type="checkbox"/> determined not eligible for the National Register	_____	_____
<input type="checkbox"/> removed from the National Register	_____	_____
<input type="checkbox"/> other (explain):	_____	_____

5. Classification

Ownership of Property
(Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property
(Check only one box)

- building(s)
- district
- site
- structure
- object

Number of Resources within Property
(Do not include previously listed resources in the count)

Contributing	Noncontributing
<u> 1 </u>	<u> 0 </u> buildings
<u> 0 </u>	<u> 0 </u> sites
<u> 0 </u>	<u> 0 </u> structures
<u> 0 </u>	<u> 0 </u> objects
<u> 1 </u>	<u> 0 </u> Total

Number of contributing resources previously listed in the National Register 0

Name of related multiple property listing (Enter "N/A" if property is not part of a multiple property listing.)

N/A

Goldblatt Bros. Department Store
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6. Function or Use

Historic Functions (Enter categories from instructions)
Commerce/Trade: Department Store

Current Functions (Enter categories from instructions)
Vacant/Not In Use

7. Description

Architectural Classification
(Enter categories from instructions)

Chicago School with Classical Revival Details

Materials (Enter categories from instructions)

Foundation **Brick**

Roof **Asphalt**

Walls **Brick**

other **Terra Cotta, Wood, Marble and Iron**

Narrative Description (Describe the historic and current condition of the property on one or more continuation sheets.)

Please refer to the Continuation Sheets.

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8. Statement of Significance

Applicable National Register Criteria (Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing)

- A** Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B** Property is associated with the lives of persons significant in our past.
- C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D** Property has yielded, or is likely to yield information important in prehistory or history.

Criteria Considerations (Mark "X" in all the boxes that apply.)

- A** owned by a religious institution or used for religious purposes.
- B** removed from its original location.
- C** a birthplace or a grave.
- D** a cemetery.
- E** a reconstructed building, object, or structure.
- F** a commemorative property.
- G** less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance (Enter categories from instructions)

Commerce and Architecture

Period of Significance **1915-1956**

Significant Dates **1915, 1928**

Significant Person (Complete if Criterion B is marked above)

Cultural Affiliation **N/A**

Architect/Builder **Alschuler, Alfred S., architect**

Narrative Statement of Significance (Explain the significance of the property on one or more continuation sheets.) Please refer to the Continuation Sheets

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9. Major Bibliographical References

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS)

preliminary determination of individual listing (36 CFR 67) has been requested.

previously listed in the National Register

previously determined eligible by the National Register

designated a National Historic Landmark

recorded by Historic American Buildings Survey # _____

recorded by Historic American Engineering Record # _____

Primary Location of Additional Data

State Historic Preservation Office

Other State agency

Federal agency

Local government

University

Other

Name of repository: Chicago Historical Society

10. Geographical Data

Acreage of Property **Less than one acre**

UTM References (Place additional UTM references on a continuation sheet)

Zone Easting Northing Zone Easting Northing

1 16 444732 4628505 3 _____

2 _____ 4 _____

See continuation sheet.

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

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11. Form Prepared By

name/title Linda Peters, Architectural Historian
organization Consultant date March 1, 2006
street & number 435 South Cleveland Avenue telephone 847.506.0754
city or town Arlington Heights state IL zip code 60005

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

A USGS map (7.5 or 15 minute series) indicating the property's location.

A sketch map for historic districts and properties having large acreage or numerous resources.

Photographs

Representative black and white photographs of the property.

Additional items (Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of the SHPO or FPO.)

name 4700 South Ashland, LLC
street & number 3728 North Southport Avenue telephone Ms. Emily Nelan
773-929-7230
city or town Chicago state IL zip code 60613

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including the time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

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Goldblatt Bros. Department Store, Cook County, IL

Description

Summary

The Goldblatt Bros. Department Store is a four- and five-story brick building located on Chicago's southwest side at the intersection of 47th Street and Ashland Avenue. The intersection is the center of an active retail district with businesses extending along both sides of the streets. Constructed in 1915, the building was designed by Alfred S. Alschuler, a Chicago architect who is best known for commercial and industrial structures. Alschuler designed the store with Chicago School features such as a columned structural support system and wide Chicago windows that extend the full bay width. The street elevations are clad in cream-colored terra cotta with Classical Revival details including three-story pilasters, dentiled cornice and paneled parapet. Originally the J. Oppenheimer Department store, the Goldblatt brothers bought the structure in 1928. They expanded the store's square footage and added signage. At the corner, a three-story blade sign advertises their name. There is a water tank on the roof that also sports the store's name, and enabled automatic sprinklers for this fireproof building.

Site

The intersection of Ashland Avenue and 47th Street is located five miles southwest of Chicago's Loop. Ashland is a four-lane street lined with parallel parking while 47th is two lanes lined with parked cars. The intersection is a busy retail district with active vehicular and pedestrian traffic (Figure 1). Both streets are public transportation routes with Chicago Transit Authority bus lines. Sidewalks line both streets and Ashland has a 5' verge between the sidewalk and the curb. The verge has sparse plantings of street trees, most of which are located mid-block, the remainder populated with streetlights and parking meters. There is no verge on 47th Street and the sidewalk extends from building fronts to the curb. Three to five-story buildings anchor the southeast and southwest corners. Most buildings are brick or stucco-clad structures devoted to commerce. The Goldblatt Bros. Department Store anchors the southwest corner. On the southeast corner, there is the former Depositor's State Bank building, a 3-story, terra cotta clad structure. At the northeast corner McDowell Street comes in at an angle bisecting this block. A one-story branch bank building, Cole Taylor Bank, is located on the corner. The northwest corner has a Walgreen's store set back from the intersection by a surface parking lot. Away from the intersection 1-2 story buildings line both streets. The 2-story storefronts are two-part commercial blocks with residential spaces on the

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second floor.¹ The majority of storefronts appear to date to the first quarter of the 20th century. There are a variety of storefront designs with varying cornice lines and heights. Most storefront windows are wide expanses of glass with metal frames. Signage dominates the building storefronts with most signs attached to bands above storefront lintels while some establishments have blade signs. Most signs are in English and some are in Spanish. As with Ashland Avenue, 47th Street is lined by commercial establishments with narrower storefronts than those on Ashland. Most buildings are one or two stories. Some are brick construction and appear to have been designed as retail establishments while others are frame construction appearing as residential two-flats where the ground floor is now a store. 47th Street feels busier because the street is narrower compressing vehicular and pedestrian traffic.

The Goldblatt Bros. Department Store Building

The Goldblatt Bros. Department Store is located on the southwest corner of the intersection (Figure 2). It is bordered by Marshfield Street on the west and an alley to the southwest. It is contiguous with the two-story brick storefront to the south now occupied by a Rainbow Kids store. It is essentially a long rectangular building at the corner with an extension along the south side of the building.² The main block of the structure is four stories tall with a 5-story section on the west side (Figure 3). Along Ashland Avenue, on the east side, the main block steps down to a one-story building. The south elevation of the building is irregular forming a C-shape with the arms of the "C" on the east and west ends (Figure 4). The southwestern corner of the roof supports the water tank and a cooling tower is north of that. The building steps up to six stories to elevate the tank. The tank is a wooden cylinder with a conical roof (Figure 5). It rests on a platform that is raised above roof level by a painted metal frame. The platform is rimmed by a planked catwalk and railing. Cellular towers are attached to the railing. The tank's body is painted dark green with "Goldblatts" painted in white letters around its circumference. A heating vent rises from ground level alongside the tank on the east side.

The two main elevations, the east and north elevations, are clad in cream-colored terra cotta from the second floor up. The terra cotta wraps around the northwestern corner extending one bay deep on the west side. The main elevations have a paired plastered

¹ The term two-part commercial block is Longstreth's terminology for describing American commercial architecture. Longstreth, 24. It is unknown if the current usage of the second floors remains residential.

² A hole in the first floor ceiling revealed steel beams running north/south that support wooden joists running east/west. There was clay tile infill between the beams and joists.

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design. The east elevation is three bays wide and the north elevation has fourteen bays. The pilasters originate at the top of the ground floor storefronts and rise to the parapet. Pilasters and capitals define each bay. Each capital has foliated background overlaid with a square disk and topped by an egg and dart motif (Figure 6). The shaft of the pilasters is paneled. The entablature is generally blank except for paired open-field round disks framed with low relief ornament in plant motifs. They are centered above the paired pilasters. The entablature is topped with a dentiled cornice. The vertical rhythm of the 3-story pilasters continues above the entablature into the parapet. It is mostly blank except for paired capitals also centered above the main pilasters. These capitals are a simpler design than those below. They have blank rectangular panels at the base and an undecorated abacus above.

The rhythm of the pilastered bays is continuous across the north elevation except at the corners. The pairs of pilasters have a uniform space between them except for the corner pairs. These are more widely spaced and the intervening terra cotta is generally blank except for a rectangular panel with a relief of plant forms in a swag shape just below the capitals. The original 4-story portion of the building was only seven bays deep which is marked by a corner motif identical to the northeast corner. The former edge is also marked by the recessed cornice line. Also at this juncture above the parapet is a mechanical penthouse for two elevators. It is clad in terra cotta. The penthouse's north elevation has a window with three double-hung sashes. Each sash has a single light which is painted out. Single pilasters that are simplified versions of the main ones frame the window. They are paneled with blank capitals containing a single projecting block that is centered on the abacus. They visually support the roof edge that projects beyond the wall plane. The building additions continue the paired pilaster motif to the current fourteen-bay length.

At the northwest corner, where the building rises to five floors, the terra cotta details on the top floor echo those on the lower stories. At the fifth floor level, the pilasters are single, flat columns with recessed panels that support a row a terra blocks whose top edge projects slightly from the building plane. Otherwise the fifth floor parapet is blank. The spaces between the columns are a single expanse of glass which has been painted.

On the east elevation, the pilastered design continues in the same rhythm and pattern. The bay width is wider than the north elevation. At parapet level, centered over the

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central bay is a raised panel that appears to be a place for the building's name or more terra cotta ornament. There are drilled holes in this panel and it is a blank field.

Windows span the entire space between the pilasters. They are Chicago windows with a fixed central panel flanked by double-hung sash windows with single lights. On the north elevation, the three window components are of equal width whereas on the east elevation the central pane is wider. Most windows above the first level are painted out. The terra cotta spandrels have recessed panels with a wide central panel flanked by narrow rectangles. The windowsills project beyond the spandrels and are flush with the pilasters while the windows are recessed behind the spandrels.

At the street intersection, or the northeast corner of the building, there is a vertical sign that spells "Goldblatts." It extends from the second through the fourth floor. It is a metal sign with faded yellow panels and recessed lettering painted white and outlined by neon tube lights. The sign is attached to the building with a black metal armature. Other signage exists on the building's terra cotta surfaces. On the north elevation at the east corner, within the first bay, there is "West 47th St." and "Goldblatt Bros." in raised black lettering in the signage band above the storefront windows (Figure 7). On the east elevation, in the northern-most bay, is "S. Ashland Ave." Centered in the middle bay is "Goldblatt Bros." which is repeated in the northern-most bay of the one-story building. This lettering is also raised black letters.

The storefront or ground floor level has large expanses of plate glass in unpainted metal frames. Columns clad in terra cotta flank the storefront bays at the corners and every four bays on the north elevation. The plate glass extends from the polished marble bulkheads to solid, painted metal panels. Vertically, the plate glass is divided into two panels with the upper, smaller plate similar in proportion to a transom window. There is a border of metal panels between the top of the storefront windows and the terra cotta at the base on the second floor. This horizontal band runs the length of the east and north elevations and it outlines the entrances. The panels are painted turquoise. The main entrance is on the east elevation within the southern bay of the main building block. It is recessed and consists of four pairs of metal-framed glass doors. Inside these are another identical set forming an air lock. Above the exterior entrance, in the signage band, there are raised metal letters spelling "Goldblatts." The letters are unpainted and backed by another turquoise-painted metal surface. On the northern elevation, or 47th Street, there are two more entrances, both recessed. Within the third bay from the corner is a pair of metal-framed glass doors similar to those on the east

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elevation. The second entrance on this elevation is within the 5-story block of the building. The design of this entrance is more elaborate with a single pair of double doors recessed within a vaulted alcove topped by a flattened arch (Figure 8). The arch is outlined by a narrow band of metal in a low relief pattern of twining leaves. At the corner, the initials "GB" are enclosed in a circular floral motif. This metal band is painted turquoise. The glass and metal-framed doors are flanked by fixed pane windows and these and the doors have transom lights. The groin-vaulted ceiling has a plaster surface finished with a heavy dash. At the base of the vault is a narrow band of metal in a spear and leaf pattern. It is continuous with a narrow band of metal with an incised floral pattern that outlines the entry bay. Both of these metal bands are painted black.

The south and west elevations, with the exception of the northwest corner, are faced with brown brick. The west elevation is surfaced with a smooth brown brick. The west elevation continues the rhythm of columned bays but here the columns are flatter pilasters slightly raised from the building façade. Groups of three windows fill each bay above the ground level, and they consist of double-hung sash windows with single lights. Bands of terra cotta wrap around this elevation and continue the principal horizontal lines of the main elevations, that is the roof, base of the parapet, above and below the entablature and between the first and second levels. A narrow band of terra cotta also forms the windowsills. At ground level, there are no storefronts; it is almost a solid brick wall with small, vertical sash windows placed near the top of the story.

On the south or rear elevation, there is common brown brick. The east wall plane of the 5-story block has rectangular shapes outlined in a lighter brown tone of concrete that marks floor levels. Windows are irregularly placed and their placement is determined by interior floor plan requirements. These windows are generally narrow rectangles or square-shaped with flat lintels and concrete sills. Painted on the south elevation wall near the Ashland side is a sign that reads,

"Goldblatt's
the store that saves you more!"

Whereas the building's principal elevations are richly surfaced in terra cotta details, the interiors are generally open, unadorned, columned spaces that functioned as vast selling floors. There are no elaborate wood and glass counters that defined retail aisles.

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Instead, the interiors have the feel of a warehouse. The interior of the ground floor level is an open, columned space with a 15' ceiling height (Figures 9 and 10). The columned grid rises throughout the building. Natural light floods the space from the north and east windows. The space is not impeded by partition walls, stairwells or elevator shafts, all of which are relegated to the exterior walls. The floors are wooden planks covered with linoleum which has worn off in some places. The columns are 16' on center in the east/west direction and 20' on center in the north/south direction. The columns have varied surface treatments. The basic column is a metal cylinder. Some are painted and have simplified, acanthus-leaved capitals with a Greek key motif at the base of the leaves (Figure 11). Other columns are encased in clay tile with plaster surfaces forming square versions with the same capital design. Other columns have Tuscan capitals. The painting scheme has gray to about the 4' level with white above. The ceilings in the eastern half are flat plaster painted white while the western portion is coffered. Heating ducts are suspended from the ceiling, as are fluorescent fixtures with baffled screens. Banks of radiators are located along the north and east walls below the storefront windows.

Staircases and elevators are generally located on the exterior walls. On the north side, there is a dogleg staircase, originating in the basement, with metal risers and treads, newel post and balusters painted gray. The newel post is square in section, with recessed surface panels, while the balusters are open rectangular shapes alternating with vertical columns. As this stairwell rises, it becomes a larger stairwell with landings and half turns (Figure 12). The newel post and baluster design remain the same while the handrail is now wooden. A similar metal staircase with half turns and landings is also located at the southwest corner of the building. However, the balusters are twisted metal posts. Also, on the main floor, near the north and east entrances, are metal staircases to the basement level. The one near the north entrance is a doublewide run with a brass handrail and posts running down the center of the wide treads. This handrail is an elongated oval that descends to the landing where the staircase splits into two runs. The outer balustrade is mostly metal with paneled newels, twisted balusters, and wooden handrails.

The most elaborate staircase is located on the first floor along the south wall. It is twice as wide as the other staircases with metal risers and treads separating into two half-turn staircases with landings (Figure 13). The wide section has a centered handrail identical to the staircase to the basement level. However, the outer newels and balustrade are unique to this staircase. The newel posts are square in section, more delicate in

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proportion than the other staircases, and the balusters are three metal pieces that run parallel to the handrail. At the landings, the handrails curve gently to meet the newel post at the landing.

There are two banks of public elevators each with two elevator shafts. Elevator doors are outlined by wide, painted metal bands that are flush with the wall plane. The elevators doors have two designs. One design is solid metal panels that have been painted. The other has metal frames with wired-glass panels, eight lights to a door.

Service areas, such as storage and loading docks, are walled off along the southern end of the floor space. Walls are painted brick and the floors are concrete. There are two service elevators with doors that open top to bottom. The doors are grooved metal surfaces with a small rectangular window in the upper half that is fitted with wire glass.

The upper stories, floors two through five, continue the columned grid pattern through open space floor plans (Figures 14 and 15). All floors are wooden planked variously covered with linoleum tiles. Originally, the upper stories were lit by the Chicago windows which are similar in size to the storefront windows, although not as tall. However, on the upper stories, the Chicago windows are painted out leaving the ceiling fixtures as the sole light source. The windows have wooden frames. On the second floor, the ceiling fixtures are flush with the ceiling plane while metal heating ducts and water pipes are suspended. Both are painted white. The columns are either metal cylinders or have enclosures similar to the columns on the first floor. Some of the metal columns show their simplified Corinthian versions also similar to the ground floor. Both column types are painted gray to the four foot level and white above.

The third and fourth floors are C-shaped in plan and have a smaller plate as the building steps back along the south side (Figure 16). On the third level, the metal columns are in their basic cylindrical shape without capitals. They are variously painted green and beige. The ceiling has suspended light fixtures and ducts both of which are unpainted metal. There are remnants of store display fixtures, such as storage shelves, which are not permanent to the building. There are walls, which generally do not extend the full ceiling height, that create small rooms or divide the floor space (Figure 17). The fourth floor continues with a similar plaster ceiling, suspended light fixtures, water pipes and ducting. This level is divided into more rooms, particularly at the northern periphery where floor-to-ceiling wallboards create an enclosed space. Columns are metal cylinders without capitals. The top floor has the smallest floor plate running the width of

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the building on the west end (Figure 18). Columns are all enclosed in square coverings that step back at the four-foot level. Some of the lower enclosures show remnants of wood veneering and a fluted top edge. The plaster ceilings have the same ducting, fixtures and pipes as on the lower floors.

The basement level has a lower ceiling with larger heating ducts, fluorescent fixtures, some of which are exposed tubes, pipes and fans suspended from the ceiling. The metal columns are exposed and painted white, as are the ducts and pipes. The floor space is generally unencumbered except where the split staircase descends and the service areas that are walled off on the south wall.

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Goldblatt Bros. Department Store, Cook County, IL

Statement of Significance

Summary

The Goldblatt Bros. Department Store qualifies for listing in the National Register of Historic Places under Criterion A for Commerce because the store is associated with the history and evolution of the retail shopping trade in Chicago. It also qualifies under Criterion C for Architecture because it is an example of Chicago School architecture with Classical Revival details within the context of the New City community area. It retains a high level of integrity with terra cotta facades largely intact, original Goldblatt signage, interior floor plans, staircases, elevators and a water tower. The period of significance is from 1915, when the building was first built to 1956, the fifty-year cutoff for National Register significance.

The Goldblatt Bros Department Store represents a significant development in Chicago's retailing history. Goldblatt's was an early prototype of the discount store and one of the first chains. Located on the city's southwest side, it is an early example of a corner department store that anchored a neighborhood retail center. As Chicago's central business district pushed residential settlement further out, neighborhood retail centers appeared offering stores close to where residents lived. The department store at 47th Street and Ashland Avenue is the second one opened by the Goldblatt brothers. They were first-generation Polish immigrants, already successful in 1914 with their first store located on the north side at Chicago and Ashland avenues. The brothers established merchandising methods that would become the prototype for department stores during the second half of the 20th century. Goldblatt's based its innovative buying and advertising policies on mass-market consumption. Aiming their advertising and pricing at blue collar Chicagoans who were cash-strapped, particularly during the Depression years, they grew to a regional chain across a four-state region in Illinois, Wisconsin, Indiana and Michigan. Most of their stores were situated in neighborhood retailing centers, that is street intersections that formed the core location for a group of retail shops. By the mid 20th century, Goldblatt's garnered national attention for its purchasing and pricing policies and its method of selecting store locations. The store at 47th and Ashland typifies how the Goldblatt brothers purchased existing buildings and then altered and enlarged them. The brothers hired Alfred S. Alschuler, a prominent Chicago architect who specialized in commercial and industrial buildings, to design the alterations. Alschuler was the architect for the 1915 building at 47th and Ashland, an

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example of the Chicago School in a commercial structure with Classical Revival details in terra cotta. Alschuler also designed its two additions.

Criterion A: Commerce

The Goldblatt Bros. Department Store represents a significant phase in the history of Chicago's retail shopping trade. The success of the central business district, or the Loop as it is known in Chicago, encouraged the development of outlying retail districts, or neighborhood centers, that appeared adjacent to major transportation routes and dense residential areas. The intersection of Ashland Avenue and 47th Street is a prime example of one of these neighborhood centers. Both streets had streetcar lines, and when these were removed, Ashland was widened. They became bus routes as well as major thoroughfares for automobile traffic. Behind the retail frontage are residential neighborhoods that were settled around the same time the Union Stock Yards opened in 1865.

Chicago's Retail History

The exchange of goods and services is a necessity to those who live communally. As people gather together, oftentimes leaving behind farms, they rely on someone else to provide what they otherwise produced themselves. Histories of settlements show that someone in the area purchased goods from a supplier, such as a farmer, brought these goods together in one place and opened a trading establishment. The same can be said for Chicago as frontier outpost with its earliest settlement patterns concentrated along the lakefront and the Chicago River, which served as the transportation routes for the shipment of goods. The first retailer in Chicago has not been recorded; however, Chicago's development as a wholesale and retail center was meteoric after its humble beginnings. In the span of a lifetime, the city would grow from a frontier outpost to the largest concentration of retail establishments in the country. By the 1840s, the wholesale and retail trades were centered on the main branch of the Chicago River followed by a group of retail stores along Lake Street. By the mid-1850s, the intersection of Lake and Clark streets was the hub of the district.

At first wholesale establishments eclipsed the retail trade in Chicago. Some were located on Wabash Street until the wholesaling district settled in the west Loop, an area bounded by Randolph Street and Van Buren on the north and south and from Fifth Avenue west to the Chicago River. Warehouses were owned by Marshall Field, Carson, Pirie Scott and Co., James H. Walker, J.V. Farwell, Henry W. King, Hiram Sibley and C.M. Henderson. Many of the warehouses included manufacturing

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showrooms and jobbing showrooms. Retail geography shifted from the warehousing district and Lake Street to State Street when Potter Palmer, a merchant entrepreneur who had moved from New York, began purchasing sections of State Street. He persuaded the Field, Leiter & Co. store to move there from Lake Street. State was widened and soon other large retailers followed. By the end of the 19th century, most of the large retailing establishments were located along State Street, the main shopping corridor in Chicago's Loop.

Chicago was not the principal innovator of American shopping establishments. Counterparts on the east coast, such as A.T. Stewart in New York, F.W. Woolworth in upstate New York, S.S. Kresge of Detroit and Edward A. Filene of Boston can justifiably make that claim.³ The first Chicago department store on State Street to initiate the concept of the Big Store was the Fair Store at State which opened in 1891. It was owned by Ernest J. Lehmann whose retailing philosophy was not to specialize in a product line, such as at Marshall Field's, but to offer centralized shopping in one location. The store featured many departments where the shopper could purchase everything for personal and household use.⁴ The Goldblatt's brothers would base their merchandising philosophy on this all-inclusive product offering and offer it at better prices in convenient store locations.

Beginning in the late 19th century, the department stores based their success on a culture of consumption which they created. Consumption had the allure of transformation. By consuming, the shopper could be transformed from a perhaps mundane existence to an expansive range of lifestyles. Stores created an excitement around consumption. They offered their enticing wares through window displays behind expansive plate glass, curved glass-fronted counters that lined the aisles and circus-like advertising schemes that were a long way from the dry goods stores earlier in the century. Department stores excelled at picturing the desirable oftentimes through festive, celebratory methods such as holiday events, seasonal showings and even fairs and carnivals. At first they directed their efforts towards women who quickly found that shopping these stores was emancipating. For working women, the ability to buy what

³ However, Chicago could lay claim to marketing genius with the creation mail order businesses. Harris, 137.

⁴ Wiebolt's had six stores by 1937 and, in Milwaukee, Wisconsin, Schuster's had three stores. Marshall Field's and the Fair store had branch operations but they had differing retailing philosophies, Field's targeting a more upscale market and the Fair store targeting those looking for more of a bargain. Sears, Roebuck and Company had chain department stores but its catalog puts it in a separate category.

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they wanted was freedom from self-denial and from repression. For non-working women, it was the opportunity to purchase what had previously been made in the home, such as clothes, linens, soaps and cosmetics.⁵ The stores became palatial giants of urban retail. They sported immense signs, often electrified and visible from miles away, and like beacons, they directed the potential customer through the maze of American abundance. They sometimes borrowed from other public institutions by including restaurants, beauty shops, pet stores, botanical gardens, museums, and butcher shops. The stores themselves were major employers of women so that by 1916, almost one-third of department store buyers were women.⁶

With the success of the department store came their concentration in Chicago's downtown. As Chicago grew in population and in landmass in the late 19th century, the expanding central commercial core that was centered on State Street pushed residential settlement patterns out. This led to the formation of outlying retail districts.⁷ The wealthy could afford to live where they wanted, oftentimes seeking open, spacious ground away from the congested areas. The less fortunate were clustered around their work places, and on the South Side, this meant the areas west of State Street. Proudfoot describes the phenomenon:

[There were] a number of uprooting tendencies, such as the deterioration of real estate, dirty, noisy surroundings, the lack of play space for children, the danger to children resulting from traffic congestion, the nuisance of soot-filled air, and the high property taxes at work within the older portions of Chicago, and the attractive qualities within the peripheral areas, such as newer residences, ample play space for children with little danger from traffic congestion, clean, quiet surroundings, low property taxes, and improved transportation facilities to and from the Central Business District [have] combined to produce a centrifugal force in large measure accounting for the decentralization of residential settlement manifested by densely populated outlying areas, and the development of the twenty major outlying business centers which meet the commodity and service needs arising within those areas.⁸

After the Chicago Fire, between 1871 and 1920, Chicago aggressively annexed the surrounding areas so that by 1920, it was nearly the geographic footprint it is today. This expansion was supported by an extensive mass transit system that through the decades evolved from steam locomotives to trollies to the elevated train system and

⁵ Leach, 320.

⁶ Leach, 332.

⁷ There was a third concentration of retail shopping located on North Michigan Avenue.

⁸ Proudfoot, 48.

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buses. Public transportation enabled the shopper to move around and to support neighborhood retail centers which were located to take full advantage of transportation junctions (Figure 19). Additionally, the centers were isolated from one another and thereby free from business rivalry.⁹ However, they were not isolated from their populations who actively supported them.

By the 1920s, when the Loop retail district was expanding to the north and south, there were already neighborhood shopping centers scattered throughout the city.

....Chicago contained something approaching two dozen shopping centers....Where streets like Madison and Crawford, Halsted and 79th, Ashland and 47th, Lincoln, Belmont and Ashland came together, clothing and furniture stores, restaurants, motion picture theaters, five-and-ten-cent stores, professional offices buildings, and department stores clustered together, or ran down the principal avenues in ribbons....Here store buildings with more pretensions than the narrow ground-floor shops of the side streets flaunted elegant touches....with terracotta and laced with ornaments – swags, cartouches, urns, medallions, tiled lettering, cornices, mosaics – to enhance the dignity. These district facades were often fussier than the downtown stores, more directly if naively inspired by classical and baroque ornament, but they bore a standardized air.¹⁰

In 1929, the 4600 and 4700 blocks of South Ashland Avenue alone, immediately adjacent to Goldblatt Bros. Department Store, had restaurants, offices for physicians, dentists and opticians, pharmacies, billiard halls, a church, clothing stores for men, barbershops, jewelers, cigar stores, shoe stores, a bank, furniture stores, leather goods, the "People's Recreation Room", milliners, dress shops, Woolworth's, a naprapath's office, a sweater company, Goldberg & Goldberg dry goods, cloak stores, corset shops and a tea shop.¹¹

At the intersections of neighborhood retailing corners, buildings reflected the land values and rental rates. Corner sites were the most expensive on both counts. Buildings were tallest here, taking full advantage of the prominent location, stepping down to the one- and two-story storefronts at mid block. Streetcars and bus lines crossed at the corners and riders transferred to other lines, often spending time waiting for the connection. Retailers counted on their impulse purchases while they waited.

⁹ By the mid-1930s, an average of 100,000 passengers per day traveled through each retail center. Proudfoot, 46.

¹⁰ Harris, 152.

¹¹ This mixture reflects the trend from specialty shops to chains. Polk's, 49.

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Corner establishments could lure shoppers through retail window frontage along two streets.

Ashland and 47th Street: Settlement Patterns

The area southwest of Chicago, in 1850, was called the Town of Lake because its geographic boundaries extended from Lake Michigan west to what would become Cicero Avenue and 87th Street on the south. The terrain was a prairie swamp, sparsely settled with only 349 people living there, mostly along the lakeshore. Railroads began criss crossing the area the following decade. In 1861, the state legislature divided the area into two townships, the Township of Hyde Park, which was east of State Street, and the western portion which retained the name Town of Lake.

The railroad presence was one of the contributing factors leading to the location of the Union Stock Yards outside the city limits in the Town of Lake. The yards opened on Christmas Day, 1865 (Figure 20). They were operated by the Union Stock Yard & Transit Co., who had consolidated several smaller yards in the vicinity to form the larger concern at Exchange and Halsted streets. The original site grew to 475 acres bounded by Pershing Road, or 39th Street, on the north, Halsted Street on the east, Racine on the west and 47th Street on the south. Major packers located next to the livestock, sheep, hog and horse pens. The enterprise was a momentous occasion as Chicago businessmen realized the scale of the business operation and its importance to the region beyond the city limits. In its 105-year history, commission agents sold over one billion head of livestock. Sociologically, the effects were equally remarkable. Workforce needs spawned European immigrant neighborhoods in the 19th century and African-American migrations from the South and from Latin America in the 20th century. The Town of Lake became Chicago's Ellis Island, the port of entry for arriving immigrants.

These neighborhoods emerged around the periphery of the yards. Samuel Eberly Gross, a real estate developer, entered the business in the late 1860s, eventually amassing a fortune developing buildable lots and financing housing construction. He developed subdivisions in McKinley Park, Bridgeport and New City. Workers' houses were first built at 43rd Street and Loomis, but as the packinghouses expanded to this area, the residents relocated to 47th Street and Ashland Avenue. Fortunately, or not, the frame structures were portable. Gross's largest subdivision was between 45th and 47th streets and Ashland and Loomis, some 40 acres with 400 potential lots from \$625.

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This was the New City development and Gross began offering lots in 1883.¹² He operated out of his office at 47th and Ashland Avenue, the present location of the Goldblatt's store. Gross would lend money to lot buyer if he agreed to immediately begin construction of a house. Workers flocked to the area because the down payment was small and monthly payments were low. Residents had only a five-minute walk to the packinghouses. By 1891, 350 people had purchased homes. At 51st and Ashland, businesses were opening including a grocery store among others.

During the 1890s, most streets were unpaved and there were no sewers. The packinghouses were major polluters dumping animal waste into the west fork of the South Branch of the Chicago River, the so-called Bubbly Creek, and piling garbage west of the yards on Robey Street, now Damen Avenue. Notorious for abominable working conditions and housing that wasn't much better, it became the back story for the 1905 publication of Upton Sinclair's *The Jungle*, along with many other poems, prose and songs, all of which focused attention on the plight of stockyard workers and the Victorian slum they inhabited. The death rate in New City, in the late 19th century, was five times greater than Hyde Park which was just east of the area.

The area around the yards divided into subcultures with Canaryville, located east of the stockyards, and New City to the west. Although Canaryville and New City were dependent on the stockyards for their economic base, they developed distinct histories. Most residents worked at the yards in some capacity. Canaryville was originally settled by the Protestant middle class. Irish Catholics began to dominate after the 1870s. Canaryville was the home of clerks, cattle buyers, livestock commission agents and some packinghouse owners, including the Gustavus Swift family in the 1870s. Other packinghouse workers began to settle around Ashland and 47th Street. At first, an Irish contingent and a large German enclave lived in New City.

Beginning in the 1880s, New City became more ethnically diverse than Canaryville as Poles, Czechs and other Eastern Europeans began to arrive. Between 1871 and 1918, Poles escaping political subjugation came to Chicago spreading out across the northwest side and through the industrial basin along the Chicago River, the Lower West Side, Bridgeport and New City. Stockyard managers brought them in as

¹² University of Chicago sociologists named the area New City in the 1920s after the housing development that centered on Ashland and 47th Street, the location of the Goldblatt's Bros. Department Store. The neighborhoods of Bridgeport, north of the yards, and McKinley Park, northwest of the yards, were the other areas adjacent to the yards.

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strikebreakers and they were employed generally as unskilled laborers. Since transportation options were limited, the newly arrived workers were forced to live within walking distance of their employment; however, when transportation improved at century's end, the Irish and German families moved to Englewood, a community south of New City.

New City was annexed to Chicago in 1889 along with the rest of the Town of Lake and adjacent Hyde Park. In addition to the meat packing industry, there was a manufacturing base that developed during the first two decades of the 20th century. The manufacturing area, or the Central Manufacturing District, was opened in 1908 and covered 260 acres between 35th Street and Pershing Road, Morgan Street and Ashland Avenue. The district was supported by expansion of the railway yards to the east and west. Outside of the district, additional industries located west along 47th Street. By 1920, the population of New City peaked at over 92,000 with 37% of the residents foreign born. Poles comprised the largest segment. During the 1920s, the stockyards employed over 40,000 workers. *Did the fact that the neighborhood was Polish and the Goldblatt brothers where also Polish have anything to do with locating their store here?*

After World War II, livestock was shipped by trucks rather than rail and livestock was purchased directly from farms rather than through a central market. In 1939, eighty percent of the families remained economically dependent on the stockyards; however, by 1959, only twenty percent drew a salary from the operation. Between 1952 and 1962, most of the major packinghouses left Chicago while a number of smaller operations remained. After a decade of struggling to remain profitable, the stockyards were closed on August 1, 1971. The economic base was gone and the area began to decline. By the late 20th century, the population of New City had declined by roughly half from its peak in 1920. Demographically, according to the 2000 census, Hispanics make up 50.2%, African Americans 35.7% while Caucasians comprise 34.6%. The Irish remain concentrated in Canaryville, while the Poles share the area between Racine and Western avenues with Hispanics. African Americans remain concentrated south of 49th Street.

"America's fastest growing department store chain": the Development of a Retailing Phenomenon

The Chicago history of the Goldblatt family begins in 1905 when Simon and Hannah Goldblatt moved from Stachov, Poland with their children. Simon and Hannah opened a store, the Polska Skalp, at 1148 West Chicago Avenue, near Milwaukee Avenue, in

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1910. They sold groceries, produce, meats and sundries. Two of the older sons, Maurice (1892 - 1984) and Nathan (1895 - 1944), helped out in the store. The store was in the area around Division Street and Ashland Avenue which was called the "Polish Downtown" because by 1900, about 25% of Chicago's Poles, or 25,000 people, lived within a half-mile radius of the intersection.

One of Maurice's first jobs, after working in his parent's store, was at Iverson's where he sold gingham. Maurice discovered that at the wholesale level, the fabric cost 5 cents a yard. Iverson's sold it for 10 cents a yard. He considered the markup excessive and reasoned that if he charged less, customers would flock to the store and more than enough fabric would be sold to make up the difference. He bought 10,000 yards of gingham and sold it for 5-1/2 cents a yard. He sold that much material several times over before the original bill was due. Volume sales won out over 100% markups. Here was the essence of the future Goldblatt pricing philosophy.¹³

Maurice and Nathan, along with two other brothers, Louis and Joel, went on to open their own retailing venture.¹⁴ Beginning with \$500 of their own savings, and a loan from their parents, Maurice and Nathan opened their first store in 1914 in a rented building at 1615 West Chicago Avenue near Ashland Avenue. It was called the Goldblatt Bros. Dry Goods Store. It sold everything from groceries to garden supplies to Spanish nuts in a barrel at the door. They quickly achieved some success with new merchandising techniques. For instance, they displayed goods at bargain prices out on the sidewalk and as the customer came in the store to pay for them, they were paraded past more bargains which encouraged the impulse purchase. Since most of their customers worked, the store remained open from 7A.M. to 9P.M., hours longer than their competition.¹⁵ Advertising circulars were another of their innovations.¹⁶ These were distributed weekly by hand to the surrounding residences. Although the store hours and advertising techniques were successful, it was their buying policies that distinguished Goldblatt's the most. Goldblatt's buyers scoured the markets for the best

¹³ Meanwhile, Nathan worked at Salk's, a men's clothing store.

¹⁴ Other Goldblatt children included Alex, c. 1887 - 1968, Sarah, c. 1890 - 1993, and Rose, born in c. 1901.

¹⁵ Peters, 4.

¹⁶ By the 1930's, Goldblatt's newspaper advertising had evolved into their own copyrighted publication, *Chicago Shopping News* which advertised national brands and private brands. Goldblatt's also advertised in the *Chicago Tribune* and the *Daily News*.

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wholesale prices which were then passed along to the consumer at retail prices that undersold the competition. Hence their motto "We will not be undersold." The Goldblatt brothers understood their buying public. Nathan Goldblatt described their customers: "This business is operated on the theory that the people of Chicago want to buy goods. That 95 per cent of them have not the money to spend for everything they want, nor can they buy anything without considering the cost. In fact, this remaining 5 per cent is so unimportant to us that we do not shop State street stores. But we do watch Woolworth, Kresge, Walgreen, the A. & P. and other stores catering to the people that have to watch their pennies."¹⁷

The Chicago Avenue store was immediately successful with sales of \$15,000 the first year.¹⁸ Over the next fourteen years they expanded the building. By the grand opening of the store's final building addition in March, 1928, the brothers had expanded the original 1,680 square feet a hundred-fold. The store's frontage along Chicago Avenue had grown from 24 feet to 275 feet extending between Ashland and Paulina.¹⁹

Many Polish immigrants lived in the neighborhood, one of the corporate targets of operating a medium-sized department store that offered merchandise at low prices. The Goldblatt brothers believed that the store should be located near the customer rather than making the customer come to them, the principal concept behind neighborhood retail centers. Maurice Goldblatt said that a "department store must be located conveniently...in the center of a shopping district...where transportation is good...and where there is a real need for such a store."²⁰

Building on the success of the first store, the brothers began to search for additional store locations. In August, 1928, they acquired the land, building and stock of the Larkin (originally J. Oppenheimer's Department Store) store at 47th Street and Ashland Avenue for \$1,250,000.²¹ Included in the purchase was an additional fifty feet on 47th Street giving them the entire block to Marshfield Street. The existing building was to be expanded to give it a five-story addition, a basement, with frontage of 135 feet on

¹⁷ Baskin, 2.

¹⁸ With these profits the brothers bought the store building and the adjoining 25-foot lot.

¹⁹ Goldblatt's Chicago store is a Chicago landmark building.

²⁰ Goldblatt, Maurice, 2.

²¹ The Larkin store was originally owned by Julius Oppenheimer, who was now in the real estate business. Oppenheimer went into business on this corner in 1876. In 1926, he sold to the Larkin Company. "Outlying Department Store Acquires Block on 47th". *Chicago Sunday Tribune*, August 19, 1928.

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Ashland and a depth of 258 feet along 47th Street.²² The two-story portion was to be raised to four stories expanding the square footage significantly. The additions were used mainly for retail purposes but portions of the five-story addition were to be used as a warehouse. Work was to begin January, 1929 and be completed by May. Meanwhile, the existing store was converted to a Goldblatt's and opened in September, 1928. In describing acquisition of the existing 1915 building, Louis Goldblatt wrote:

In 1928, my brother-in-law, Jack Gordon, had opened a dry goods store at 47th Street and Ashland Avenue, kitty-corner across from the large, four-floor Lederer Department Store. A short time later, Maurice and Nathan bought the Lederer store, arranged for Jack to go out of business, and named him store manager of the new Goldblatt's. So here was another grand opening, held while Maurice and Nathan were negotiating the purchase of still additional stores.... Goldblatt's was expanding, and in 1929 we acquired two more stores, one at 91st Street and Commercial [A]venue on the Chicago's far southeast side and another on the north side at Lincoln and Belmont avenues. We also acquired a warehouse on the south side near the Union Stock Yards; all merchandise was sent there and distributed to the four stores. Administrative functions were also housed there, namely, the buying and management personnel, the advertising department, accounts payable and receivable.... This marked the beginning of a centralized chain operation. Prior to this, a salesman representing a vendor had to call on each store individually; now, with the warehouse's central role, salesmen had only to make one stop for a four-store order.²³

Thus, in 1928, the store at 47th Street and Ashland Avenue became their second. Figure 21 show the advertisement in the *Chicago Tribune* dated September 30, 1928. The masthead boasts two stores, one on the north side and one on the south side. The brothers incorporated the business the same year calling it Goldblatt Bros., Inc. Nathan and Maurice shared in the buying of merchandise while they split the other duties of running the stores, such as the advertising, bookkeeping and banking. The two warehouses in the Central Storage & Forwarding Company on Pershing Place in the Central Manufacturing District had adjacent railroad tracks with their own spur and the capability to transfer goods to the warehouse floors.²⁴ On the other side of the warehouses were truck loading docks through which goods were loaded and transported to the stores. These warehouse spaces not only temporarily stored merchandise but they also housed the executive offices, a printing plant that produced advertising circulars, the bakery and an employee dining room.

²² Oakes, 13.

²³ Goldblatt, 124.

²⁴ The two 6-story buildings plus basements netted 463,400 square feet of storage space.

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In the first ten years of operation, from 1914 to 1924, annual sales rose from \$15,000 to \$1.4 million. The brothers had created a successful combination of attractive pricing and store location. They did not waste money on elaborate store interiors. Commenting on the appearance of their selling floors, Louis Goldblatt said:

We knew our place in the market and guarded it closely. We catered to the low-income, blue-collar, working-class family and were able to save them money by maintaining large sales volume per square foot and low expenses. We had no carpeting on the floors, no expensive fixtures, or fancy treatments. Cartons and paper cluttered our stores. The selling floors were a hodgepodge of grocery tables, wearing apparel, and household needs, interspersed with hawker demonstrators of, perhaps, knife sharpeners or furniture polish. Goldblatt's was a beehive of excitement and fun; it was not intended to be fancy or even comfortable.²⁵

Goldblatt's took out full-page ads in the trade paper *Women's Wear Daily* announcing that their buyers would be in the area with cash willing to trade with anyone. This netted incredible buys in all departments and buyers often purchased in such large quantities that there was not room on the selling floors. This created even lower prices on other items just to clear space. Louis Goldblatt continues:

In other stores, clerks waited on customers from behind counters. Goldblatt's displayed its merchandise out in the open, stacked or dumped on tables. This enabled customers to see and handle it, encouraging impulse sales. We called this self-selection; it grew up to become the self-service at the discount stores. Goldblatt's was about the only store in the country that tied a pair of shoes together with its own laces and dumped them on a table, inviting the customer to find the right style and size, rather than selling them from a box which required a clerk and space-taking chairs.²⁶

With the buying successes of the early years, the Goldblatt brothers considered expanding their product line, as a customer request, to include nationally marketed brands. These companies feared the Goldblatt policy of deep price-cutting and their vendors feared that other retailers who upheld their prices would discontinue selling their brands. At first, the companies refused to sell to the Goldblatt brothers; undeterred they went to other sources such as bootleggers or other retailers who would sell the products to the brothers at 5, 10 or 15% above their cost. If they needed large quantities of a brand name product, they would even buy from competing stores paying full retail. Then Goldblatts would advertise the product at below cost.²⁷ One example of

²⁵ Goldblatt, 145.

²⁶ Goldblatt, 129.

²⁷ This maneuver was used before the price-controlling fair trade laws which set the one-price policy.

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this technique of buying from a competitor was with the Wiebolt's store which was doing a brisk business in selling Fruit of the Loom bed sheets. Goldblatt's management sent out their sales clerks with cash to buy as many of the bed sheets as possible. It took two months to accumulate the number needed for a major advertising campaign announcing the sheets at cut prices. Fruit of the Loom, which was also based in Chicago, pleaded with Goldblatt's to stop. Goldblatt's suggested that they stop selling to Wiebolt's and give the line exclusively to them. Goldblatt's promised to maintain the price and double the sales which they accomplished in the first year. Subsequently, Goldblatt's undercut Wiebolt's prices. Weibolt's launched no counter move and soon lost customer respect. Even with this merchandising success, the nationally known brands in cosmetics, toiletries, drugs and cigarettes remained unavailable to Goldblatt's through the manufacturers.

Goldblatt's success was based on a customer base who would clamor for products at their low prices. The company's growth was inevitable. Goldblatt's became the place to purchase everyday needs; it was the store for "brooms, bloomers and boiled ham."²⁸ The corporate philosophy continued to be successful through the Depression years. Louis Goldblatt described those years:

When the Great depression hit, Goldblatt's buffered it for our customers. There were catastrophic declines in industrial production, bankruptcies, and massive unemployment everywhere, but Goldblatt's kept pounding out its sale events. We continued to pay less for what we bought and strove to give our customers bigger bargains than ever....Our customers were those hardest hit by the layoffs and plant closings. For a dollar, we offered customers a 10-pound bag consisting of four pounds of pigs' feet, one pound of lean, sugar-cured bacon, one pound of tender small steaks, one pound of lamb stew, one pound of frankfurters, and two pounds of sauerkraut. Also for a dollar, we sold two collar-attached shirts, five yards of fabric, a girl's dress, or 16 bars of Palmolive soap. The deals went on and on, making our promotional department store even more the mainstay of the family. Goldblatt's price-cutting had become the Goldblatt's way of life.²⁹

By 1933, they owned five stores in Chicago and stores in Joliet, Illinois and Hammond, Indiana. Sales exceeded \$30 million and the company was called "America's fastest growing department store chain." In a move that was a departure from their preferred neighborhoods, they opened their flagship store in the high rent district on State Street

²⁸ Goldblatt, 128.

²⁹ Goldblatt.

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at 333 South State in the former Rothschild-Davis store in 1936.³⁰ The grand opening was held March 13, 1937. However, their store interiors maintained the familiar look. One *Chicago Tribune* reporter described the interior of the State Street store:

The mayhem in Goldblatt's State Street store resembles the pandemonium of an Old World bazaar on the market day. Goods of every description are strewn on counters and makeshift tables, stock is haphazardly stacked in cardboard boxes on the floor and bargain-hungry customers are snapping up items marked down as much as 70 percent.³¹

A store in Hammond, Indiana and another on 26th Street in Chicago were added in 1936. In 1937, Maurice Goldblatt remarked that he respected Marshall Field & Company for its top quality merchandising and Macy's for its combined top quality and popular prices. Like Macy's, Goldblatt's offered their private label brands for products ranging from aspirin to coffee, canned fruits and vegetables, and cigars. However, Goldblatt's did not push their private brands as much as Macy's did.³² By 1939, Goldblatt's 25th anniversary, they had ten stores. Nationally, they were known for their innovative retailing. It was an early discount store and one of the first to operate branch stores.

The Goldblatt's organization was also cognizant of the contribution that employees made to the success of the firm. In 1937, they formed a fund to provide health and accident benefits and additional assistance during any personal financial crisis. There was no cost to the employees and the brothers seeded the fund with \$1 million of their own money.

During the World War II years, the business declined because it was increasingly difficult to buy merchandise. Many of the employees were drafted. Customers were able to purchase only limited quantities of some items, such as meat and shoes, and some leather and rubber items. Since Goldblatt's had done limited business with manufacturers of branded goods, they were now limited by allotments set during the pre-war years. Additionally, the brothers began to quarrel amongst themselves about merchandising techniques, target markets, ownership responsibilities, among others.³³

³⁰ It was purchased from Marshall Field & Company. The building is now owned by DePaul University and is called the DePaul University Center.

³¹ *Chicago Tribune*, 12/27/81, 3.

³² *Business Week*, 36.

³³ Nathan died of cancer in 1944 at the age of 49. With an endowment of \$1 million, the surviving brothers founded the Goldblatt Bros. Foundation in 1945 dedicated to cancer research.

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Younger brothers Joel (1907- 1981) and Louis (1903 - 1995) assumed leadership after World War II. By then Goldblatt's operated 15 stores with 2,500 employees. In the mid-1950s, they began opening stores in shopping centers, such as the stores in Racine, Wisconsin, Rockford, Illinois and, in 1961, in Springfield, Illinois. The halcyon years were in the 1970s when 47 stores brought in \$250 million in sales. There were 8,000 employees in the Chicago area. Rival discount chains, such as Kmart, began to erode sales and the company was purchased by JG Industries in 1985 after it had entered bankruptcy on June 15, 1981. JG Industries slowly rebuilt the chain into a discount retailer. In 1999 they sold eight of the remaining nine stores to the Ames Company, an east coast company, who ran the stores as Ames Department Stores. The ninth store, at 47th and Ashland, was purchased by a descendent of Nathan Goldblatt, Patrick Kane. After it had been closed for six months, Mr. Kane reopened the store as a Goldblatt Bros. Department Store.³⁴ The Ames Company declared bankruptcy in 2000. Mr. Kane purchased seven of their eight stores and reopened them as Goldblatt stores. In 2002, they were all closed and the company liquidated.³⁵

Criterion C: Architecture

The Goldblatt Bros. Department Store is a commercial building constructed in the Chicago School style with terra cotta detailing in the Classical Revival style by Alfred S. Alschuler, a Chicago architect who specialized in commercial and industrial architecture.³⁶

If Chicago was not the leader in retailing techniques, it was the innovator in developing a building form to house wholesale and retail establishments. The Chicago School of architecture came to the fore during the rebuilding of the city after the fire in 1871 and, more specifically, in its development of the skyscraper form. Technological advances with construction materials, such as the structural steel frame, enabled the tall vertical building that best exemplifies the Chicago School. The earliest designs of William Le Baron Jenney became the prototypes for big stores that featured large, expansive retail floor areas and sixteen-foot ceilings. The structural system, which in the early examples was recessed behind decorative surface materials, produced a grid-like or cellular façade with wide expanses of windows between the piers. The windows were called

³⁴ The basement level was operated as a Dollar Store.

³⁵ The store at 47th and Ashland conducted some close out sales which delayed its final closing until February, 2003. The store has been vacant since.

³⁶ The label is from the Chicago Historic Buildings Survey.

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Chicago windows, which in their purest form consisted of a large, fixed central pane flanked by operable sash windows. The grouping of three windows formed a long rectangular shape that spanned the column widths. On some buildings, standardized windows were grouped to create the same proportions. The steel skeleton was ideally suited for department stores that required open expanses for selling floors; the structural grid was easily expanded, another feature that appealed to department store owners. Section after section could be added, horizontally and vertically, and many of the Loop stores, as well as the Goldblatt's store at Ashland and 47th Street, took advantage of this.

Some of the commercial buildings designed in Chicago in the first decades of the 20th century contain the defining characteristics of the Chicago School. The structural system was the same with load-bearing piers that rose the full building height and supported cantilevered floor plates. Nonetheless, the Chicago School, if it can be defined as an innovative approach to building design, particularly in structural terms, was stagnant by 1915. The second wave of innovative American architects, sometimes called the second generation of the Chicago School, was the Prairie School. These architects focused on residential design.³⁷ Frank Lloyd Wright and other Midwest architects and designers, such as Hugh M.G. Garden, Purcell & Elmslie, Walter Burley Griffin, Pond & Pond, and Robert Spencer, led the Prairie School.³⁸ Prairie School designers used the materials and technologies of the time, such as the structural support systems of the Chicago School, but placed a greater emphasis on importance of the site and the specific needs of the building.

The only other New City building labeled as an example of the Chicago School style in the Chicago Historic Resources Survey is the O Cedar Corporation manufacturing plant at 4501 South Western Boulevard, designed by Davidson & Weiss in 1919. It is a 4-story redbrick building with concrete details. Advancing brick piers mark the fenestrated bays. Concrete sills are connected as horizontal bands across the façade. Most of the concrete details are relegated to the corner bays. They are topped by a shallow-arched parapet which is repeated over the entrance. Windows have been replaced with metal frames that are divided into four lights of equal width.

³⁷ Condit, 182.

³⁸ They were influenced by the artistic philosophy of the Arts and Crafts movement with its design sources inspired by nature rather than historic precedent.

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Some of the Chicago architects who absorbed the precepts of the steel skeleton were also skilled in surface ornamentation. In their hands, these commercial establishments were elevated beyond the pragmatic. Terra cotta was a preferred medium because of its plasticity and for its fireproof qualities. The architects chose the ornamental elements from manufacturers' catalogues, and the large stores in retail districts tended to resemble the catalog rather than any neighborhood architectural style. Chicago's Midland Terra Cotta Company and the American Terra Cotta and Ceramics Company kept a rich assortment of "molds, entrances, entablatures, and ornamental motifs."³⁹ The neighborhood stores were geared towards the recent immigrants who may have recognized architectural features on the stores from the home country. The architectural details of these buildings owed more to European historical precedents while the building form was uniquely American.

Building History

The first permit for the existing building is dated April 16, 1915. It is for a brick store with lofts for J. Oppenheimer & Company measuring 44' wide, 121' deep and 60' high.⁴⁰ The estimated cost was \$80,000. The architect was Alfred Alschuler and the contractor was J.W. Snyder Company. It was completed in November, 1915. The second permit is dated October 15, 1915 for a one-story store, front and rear walls only, at 4708 South Ashland, or just south of the first building. Alschuler was again the architect. Dimensions were 43' wide, 87' deep and 11' feet high. It was also completed in November, 1915 (Figures 22 and 23). Figure 22 is a 1915 photograph that captures the original building configuration with the 4-story corner block, a one-story portion on the south end and a two-story extension on the west side.

The next permit is dated June 15, 1926 for the Larkin Company of Illinois. It was for alterations totaling \$30,000. Alschuler was the architect and the contractor was Gerhardt F. Meyner. Work was completed in January, 1927. This may have been for exterior alteration of the Ashland elevation when the streetcar lines were removed and Ashland was widened; however, written records cannot confirm this. On September 3, 1926 a permit was granted for two revolving doors.⁴¹

³⁹ Harris, 152.

⁴⁰ There was a previous building on this site. The permit is dated May 16, 1894 for a four-story brick building for Ledner and Oppenheimer measuring 75' x 75'.

⁴¹ These are gone.

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Goldblatt Bros. Department Store, Cook County, IL

In July, 1927 there was a permit for a 25,000-gallon water tank.⁴² Interior alterations were permitted in July, 1935. In April, 1953, there was a permit to install and enclose a 6,250-gallon fuel tank. In July, 1954, a permit was issued to replace a 40,000-gallon gravity tank. The permit history does not definitively date the 5-story addition.

The 1895 Sanborn Insurance map shows the 4-story store that existed at the site prior to the 1915 structure (Figure 24).⁴³ On the west side there is a 16' alley. The 1925 Sanborn map shows the J. Oppenheimer's Department Store (Figure 25). It confirms the building permit history. The building's footprint now extends across the alley which has been vacated. The corner portion is a 4-story brick building while the extension to the south along Ashland Avenue is a one-story brick building. West along 47th Street, the building steps down to a 2-story brick one. Interior features include pilastered walls, "rows of protected iron [columns] & beams [each floor]", wire-glass skylights and automatic sprinklers. It was steam heated by coal furnaces. There are now four elevators. In September, 1925, the Julius Oppenheimer Department Store was purchased by the Larkin Company who secured bids to add a 2-story addition and a new storefront along Ashland Avenue prompted by the street's widening.⁴⁴ Alfred Alschuler was the architect.⁴⁵

The store was purchased by the Goldblatt's brothers on August 17, 1928 who made alterations beginning in April, 1929. The 1925 map with 1950 alterations shows the current building footprint which includes the whole block from Ashland Avenue on the east to Marshfield Street on the west (Figure 26). The north/south boundaries, 47th Street to 4710 South Ashland remain constant. The new addition steps up to a 5-story brick building. In this new portion, there are more elevators and a 6-story brick section

⁴² In the files of the Landmarks Commission, City of Chicago, there are notes that state that in August, 1928, the same month that the Goldblatt brothers purchased the building, plans were underway for the 5-story annex. Alschuler was the architect and work began in April, 1929. These notes cannot be verified with any building permits.

⁴³ The remainder of what currently comprises the building footprint is occupied by a 3-story store at 4708 South Ashland, with a 2-story hall to the rear, and a blacksmith's shop at 4710 South Ashland.

⁴⁴ Once again this information is from typed records contained in the Goldblatt's file at Chicago's Landmarks Commission offices and cannot be verified.

⁴⁵ The Goldblatt brothers continued to work with Alschuler. He planned additions for their next store, the former Lederer Company store at Commercial and 91st Street. Alschuler was also involved with the Goldblatt's stores at Lincoln and Belmont streets, Madison and Kedzie avenues, which was never built.

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on the south wall.⁴⁶ The five-story portion, therefore, was added sometime between 1925 and 1950.⁴⁷

Alfred S. Alschuler (11/2/1876 - 11/4/1940)

Alfred Alschuler is a prominent Chicago architect best known for the design of commercial and industrial buildings, oftentimes embellishing the exteriors of these utilitarian structures. He excelled at surface ornamentation by gracing entrances and cornice lines with intricate terra cotta castings that demonstrated his expansive knowledge of historic architectural styles. The surface ornamentation never dominates the building but rather serves as subtle enrichment.

Alschuler was professionally active beginning in 1900 as a student draftsman until his death in 1940. He was born in Chicago, educated in its public schools, and graduated with an M.S. degree in 1899 from the Armour Institute of Technology where he pursued technical studies.⁴⁸ That same year he studied architecture at the Art Institute of Chicago. His first position was with Dankmar Adler, Louis Sullivan's former partner, in 1900 where he trained as a student draftsman. He remained with Adler for five years before working two years for the architect Samuel Treat. He opened his own office in 1907 which grew to become one of Chicago's largest in the 1920s and 1930s. Alschuler was a member of the Chicago Chapter of the American Institute of Architects (A.I.A.) and the Illinois Society of Architects. He also served on the Illinois State Board of Architectural Examiners.

⁴⁶ The six-story portion on the southwest corner is the existing location of the water storage tank. During the first decades of the 20th century, roughly through the 1930s, commercial water tanks insured the necessary water flow and pressure for emergencies, such as fire fighting. They provided a reserve supply to insure against interruptions of supply due to failures of mains, pumps or other plant equipment. Water tanks were commonly found atop industrial and commercial buildings particularly for department stores that were incrementally expanded, as was Goldblatt's at Ashland and 47th Street.

⁴⁷ Both Patrick Kane and the restoration architect, Matt Haylock, state that the five-story building is a separate building. The north elevation is continuous; but on the interiors, sliding metal doors mark the juncture. The doors retract into the ceiling creating a continuous floor expanse.

⁴⁸ Some sources note his birthplace as Mattoon, Illinois.

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His corpus of work includes commercial and industrial buildings, for which he is best known, as well as public structures, churches and synagogues, hotels, automobile showrooms and private residences.⁴⁹ His most notable Chicago buildings include:

London Guarantee & Accident Insurance Building, 1923, 360 North Michigan Avenue, with Classical Revival details, which won the 1923 A.I.A. Gold Medal for Design Excellence;

K.A.M. Isaiah Israel Temple, 1926, 1100 Hyde Park Boulevard, a domed interior space with Byzantine details;

Chicago Public Library, Ledger Branch, 1919, 115 South Pulaski Road, in the Beaux Arts idiom; and the Henry W. Austin Branch, 1928, 5615 W. Race Avenue, also in the Beaux Arts style with some Egyptian details in the papyri form capitals; and the

John R. Thompson Building, or the Commissary Building, 1912, 350 North Clark Street, which has Chicago School proportions with a terra cotta façade.

Alschuler's stylistic spectrum includes buildings with Tudor, Gothic, Classical Revival, Byzantine and Chicago School features. He designed dozens of industrial buildings in the Central Manufacturing District located at 35th Street and Ashland Avenue. In many of these, terra cotta was the preferred surface material on brick elevations. Drawings from the American Terra Cotta and Ceramics Company show the terra cotta details and their installation techniques. Figure 27 is the "Key" drawing and indicates that the terra cotta extended from the second story to the parapet with ground floor columns at the southeastern and northwestern corners. Figure 28 is the "2nd Story Spandril" drawing and shows the name bands for the "J. Oppenheimer & Co." and the street names. The drawings are dated from March through June, 1915.⁵⁰

⁴⁹ In Chicago, nine of his buildings are landmarked. All of these are contributing structures in historic districts, such as Motor Row, the Michigan Wacker Historic District and the Loop Retail District. Some of these districts are also listed in the National Register of Historic Places.

⁵⁰ There are ten drawings in all. The originals are housed at the Northwest Architectural Archives at the University of Minnesota. The Archives acquired them from the company, now called TC Industries in Crystal Lake, Illinois. The acquisition included shop drawings, photographs and other materials. The company was incorporated in 1886 by William Day Gates (born 1852) in Terra Cotta, Illinois (McHenry County) who began with architectural ornaments and evolved into utilitarian wares principally to carry them through slow construction periods. Gates

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A trademark of Alschuler's approach to industrial and commercial interiors was to relegate all service features, such as stairwells, elevators and loading docks to the perimeter to allow for clear span spaces and maximum light penetration.⁵¹ Slab concrete floors were sometimes specified because they minimized vibrations. Within the Chicago School idiom, Alschuler's elevations reveal interior functions, and in the later stages of his evolution, the locations of elevators, stairwells and light shafts can be determined from the outside. For example, the north elevation of the Goldblatt Bros. Department Store has an elevator penthouse above the roofline. When buildings were expanded, the additions matched perfectly testifying to Alschuler's skill and his success at pleasing his clients. The company's image was maintained and the building's appearance remained unified as if designed all at once.

The design of the Goldblatt Bros. Department Store is dictated by the building's program. As a generalist, Alschuler could provide his clients a building in a range of historic styles; but the programmatic needs of a department store were the governing factors in Alschuler's choices. He selected a structural system, that of an iron column and beam system with non-load bearing walls, that offered his clients unimpeded interior spaces. Exterior walls no longer bore heavy loads and therefore could be opened up to include broad expanses of glass to naturally illuminate the selling floors. Skylights were specified in several places. The structural system also facilitated building additions. The 2-story portion on the west end of the original 1915-building footprint was the first to be altered. Two stories were added making it the same height as the main corner block. The five-story addition also seamlessly expanded the floor area. On the exterior, the edges of these additions are not obvious. They would be visible only on the north elevation because the south elevation was not visible from the public right-of-way. The 1915 edge of the original 4-story block is seen as wider spacing of the paired pilasters, a corner motif on this building, and the cornice line that steps back at the same location.

Fireproof construction was an important feature of the building. Most of the building's construction materials, brick, iron and steel, are less combustible than wood. The

began to make vases in 1901 and some were designed by leading Chicago architects including Frank Lloyd Wright. Gates was known for a matte green glaze and his wares were marketed under the name Teco. The current owners of the Goldblatt Bros. Department Store, Access Group, have copies of the ten drawings.

⁵¹ Compare this to the contemporary propensity for grouping elevator shafts and stairwells in a centrally located core.

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exterior surface of terra cotta tiles complimented the fireproof qualities of the other materials; but this very plastic medium can take many shapes and Alschuler's decision to use Classical Revival details is arbitrary. Decorative terra cotta surfaces are a stylistic preference for Alschuler. He enhanced other utilitarian structures with ornamentation that was not required for the building's program. The Hudson Motor Car Company Showroom, 1922, located along Chicago's Motor Row on South Michigan Avenue, is an example of a highly functional interior, an automobile showroom. Yet the exterior is clad in cream-colored terra cotta. There are arched entries, arcades and Palladian windows. Alschuler's design for the L. Fish Furniture Company, 1923, a warehouse on West Pershing Road, also has Classical Revival details at the entrance and cornice lines.

Certainly the terra cotta ornamentation is unnecessary, and on first analysis, appears to be an insoluble design element when combined with Chicago School features. However, it elevates the structure above the mundane and merely functional adding something of merit to the street context. In the realm of retail design, Alschuler was active in the shadow of Louis Sullivan's influential design for the Schlesinger & Mayer Department Store, now Carson Pirie Scott & Co., from 1905, and it is in that tradition of decorative excellence that Alschuler embellished the Goldblatt Bros. Department Store building. Sullivan designed with the same philosophy, that is the latest structural techniques combined with an elaborate decorative surface. Contextually, the Classical Revival details on the Goldblatt's store are rarely repeated on other buildings in this retail corridor. The Depositor's State Bank building across the street has Classical Revival details in terra cotta details. The main elevation has three bays outlined by fluted pilasters that rise just above the parapet level. At roof level there are low relief panels filled with plant forms. Although not as detailed as the Goldblatt Bros. Department Store, the bank elevation acts as a counter balance to the department store. Despite the decorated surfaces of these two buildings, their level of ornamentation did not influence subsequent buildings in the retail district.⁵² Rather they serve to separate the buildings from their context creating a dominant anchoring effect at the street intersection. They serve to enhance the store's appearance and prominent location on this prime corner of real estate.

⁵² One block south, on the northwest corner of Ashland Avenue and 48th Street, there is a 3-story commercial building with a terra cotta surface on its principal elevation or east elevation. It has Classical Revival details with a round-arched arcade on the third level, S-curved corbels as keystones and dentiled cornice. The ground level is covered with signage bands that run the length of the façade, signage within bays covering windows and cloth awnings.

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Goldblatt Bros. Department Store, Cook County, IL

Geographical Data

Verbal Boundary Description

Lots 1 to 5 inclusive, (except that part of said lots taken for the widening of 'South Ashland Avenue'): Lot 43 (except that part of said Lot 43 dedicated for an alley by Document No. 5610414): Lots 44 to 47 inclusive and 16 foot strip formerly alley and now vacated lying west of and adjoining Lots 1,2 and 3 all in Block 1 in Berger and Jacobs Subdivision of Block 9 in Stone and Whitney's Subdivision of the West half of the Southeast Quarter of Section 6 and the North half and West half of the Southeast Quarter of Section 7, Township 38 North, Range 14 East of Third Principal Meridian; in Cook County, Illinois.

Also - all that part of North and South alley being part of said Lot 43, as dedicated and recorded in the Office of the Recorder of Deeds in Cook County, Illinois on April 12, 1905, as Document No. 5610414 together with that part of the North and South alley lying West of and adjoining the West line of Lots 4 and 5 and lying East of and adjoining the East line of original Lot 43 and lying North of and adjoining a line drawn from the Southwest corner of Lot 5 to the Southeast corner of the original Lot 43 all in Lot 1 of Berger and Jacobs Subdivision aforementioned.

Containing 30,937 square feet of land more or less.

Boundary Justification

This is the legal description of the lot.

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Section Photographs Page 34

Goldblatt Bros. Department Store, Cook County, IL

Additional Documentation

Linda Peters took all photographs in April, 2006 and a compact disk containing the images accompanies this nomination.

1. Ashland Avenue, west side, view to the south from 47th Street.
2. Goldblatt Bros. Department Store, view from the northeast.
3. Goldblatt Bros. Department Store, view from the northwest.
4. Goldblatt Bros. Department Store, south elevation.
5. Goldblatt Bros. Department Store, water tank, view from the east.
6. Goldblatt Bros. Department Store, east or north elevation, detail of terra cotta pilasters.
7. Goldblatt Bros. Department Store, Signage, northeast corner at ground level.
8. Goldblatt Bros. Department Store, entrance, north elevation towards the west.
9. Goldblatt Bros. Department Store, first floor, view to the southeast.
10. Goldblatt Bros. Department Store, first floor plan of existing conditions dated March, 2006.
11. Goldblatt Bros. Department Store, column detail, first floor.
12. Goldblatt Bros. Department Store, stairwell, first floor, north wall.
13. Goldblatt Bros. Department Store, stairwell, first floor, south wall.
14. Goldblatt Bros. Department Store, second floor plan of existing conditions dated March, 2006.
15. Goldblatt Bros. Department Store, second floor.

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Goldblatt Bros. Department Store, Cook County, IL

16. Goldblatt Bros. Department Store, third floor plan of existing conditions dated March, 2006.
17. Goldblatt Bros. Department Store, third floor.
18. Goldblatt Bros. Department Store, fifth floor plan of existing conditions dated March, 2006.
19. Chicago Surface Lines, c. 1935, and outlying business centers. The intersection of Ashland Avenue and 47th Street is labeled as "M" on the map.
20. Entrance to the Union Stock Yards, photograph, c. 1902. The photograph is from the collections as the Chicago Historical Society.
21. Store advertisement, *Chicago Tribune*, Sunday, September 30, 1928.
22. Julius Oppenheimer Department Store, 1915, northeast corner. The photograph is in the collections of the Northwest Architectural Archives, University of Minnesota Libraries.
23. Ashland Avenue and 47th Street, southwest corner. Photograph, c. before 1928. Writing on the back of the photograph states, "Goldblatt Brothers purchased the Larkin Store at the southwest corner of the 47th and Ashland – a new building is projected for this site." The photograph is in the collections of the Chicago Historical Society.
24. Ashland Avenue and 47th Street. Sandborn Insurance Maps, 1895.
25. Ashland Avenue and 47th Street. Sandborn Insurance Maps, 1925.
26. Ashland Avenue and 47th Street. Sandborn Insurance Maps, 1925 map with 1950 additions.
27. The American Terra Cotta and Ceramics Co., Key shop drawing for the Oppenheimer & Co. building, dated 4/28/15.

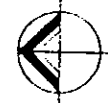
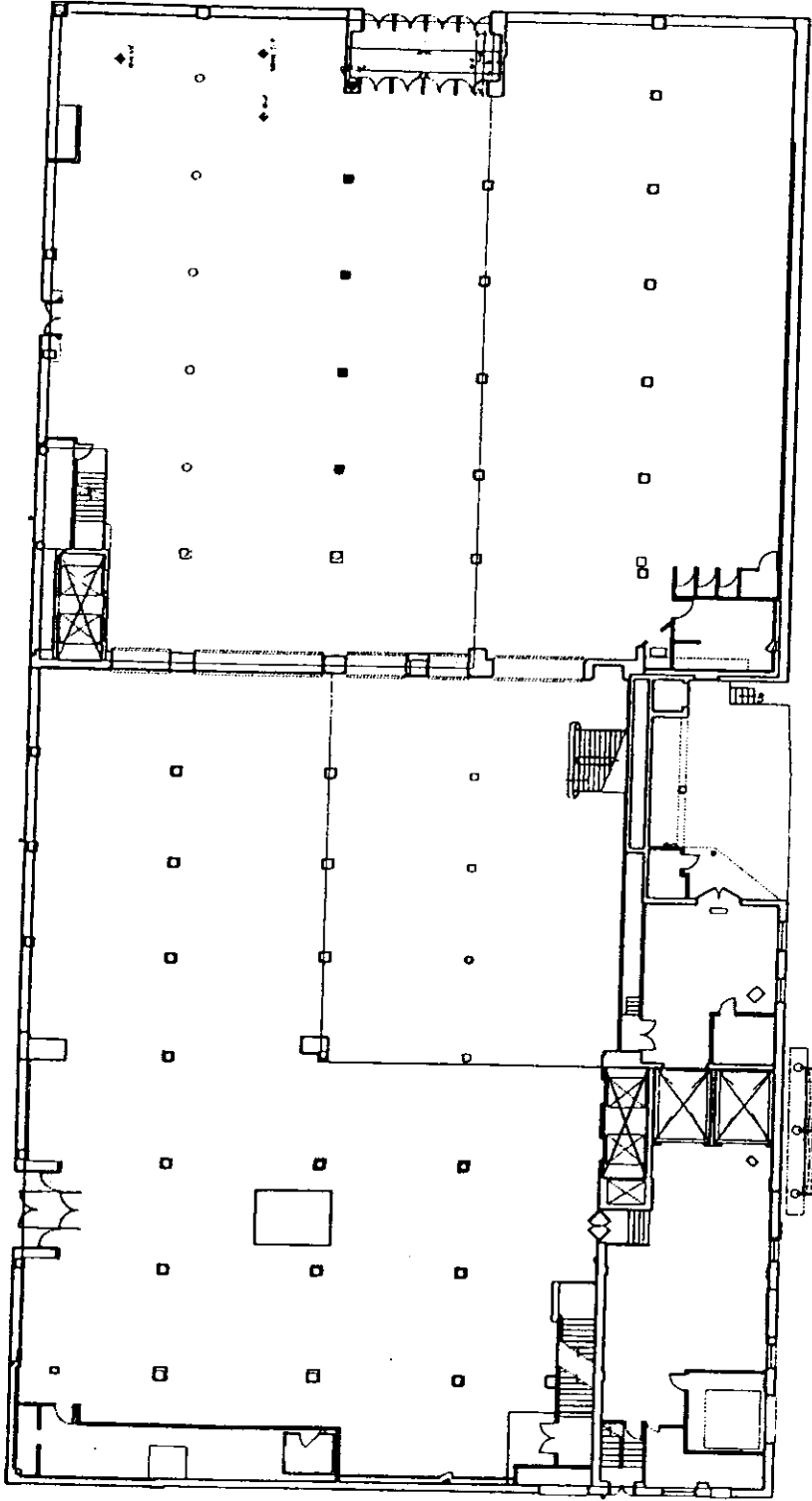
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Goldblatt Bros. Department Store, Cook County, IL

28. The American Terra Cotta and Ceramics Co., 2nd Story Spandril for the J. Oppenheimer & Co. building, dated 4/1/15.



1st Floor Plan



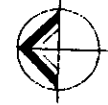
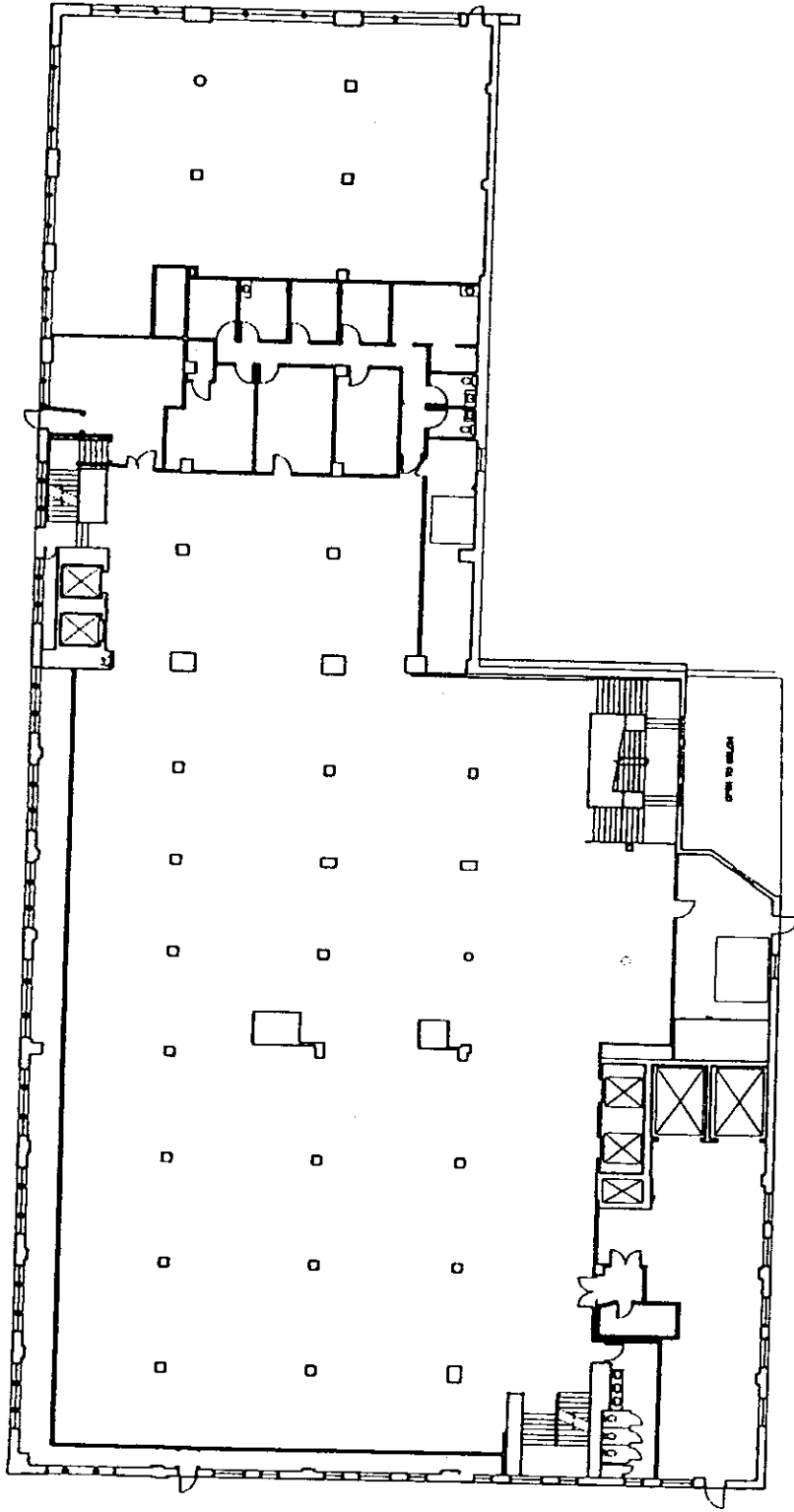
EXISTING CONDITIONS

4700 S. Ashland

CHICAGO, ILLINOIS

GOLDBLATT BROS. DEPARTMENT STORE, CHICAGO (COOK), IL

FIGURE 1D



2nd Floor Plan

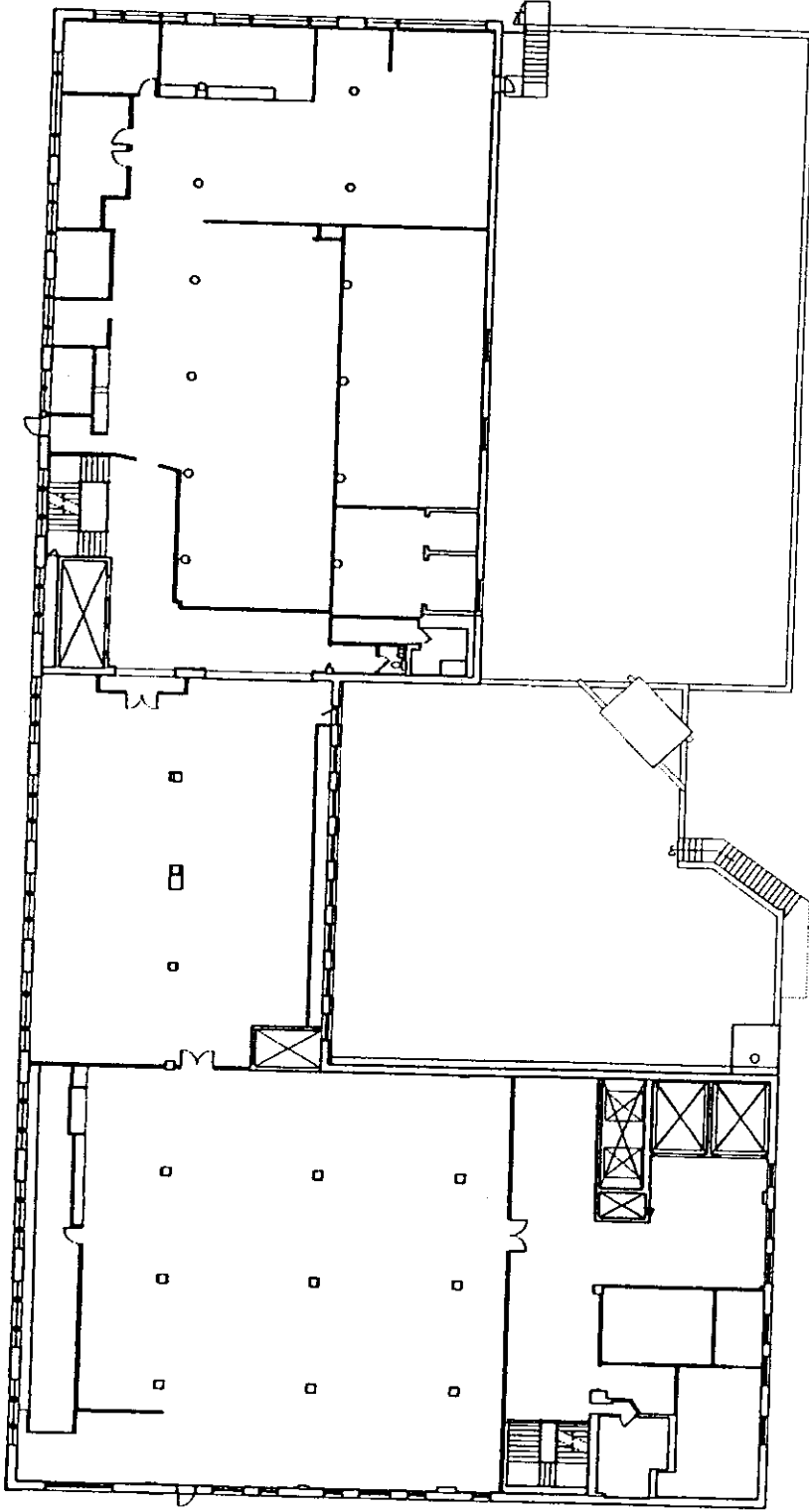


EXISTING CONDITIONS

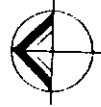
4700 S. Ashland

CHICAGO, ILLINOIS

GOLDBLATT BROS. DEPARTMENT STORE, CHICAGO (COOK), IL
FIGURE 14



3rd Floor Plan



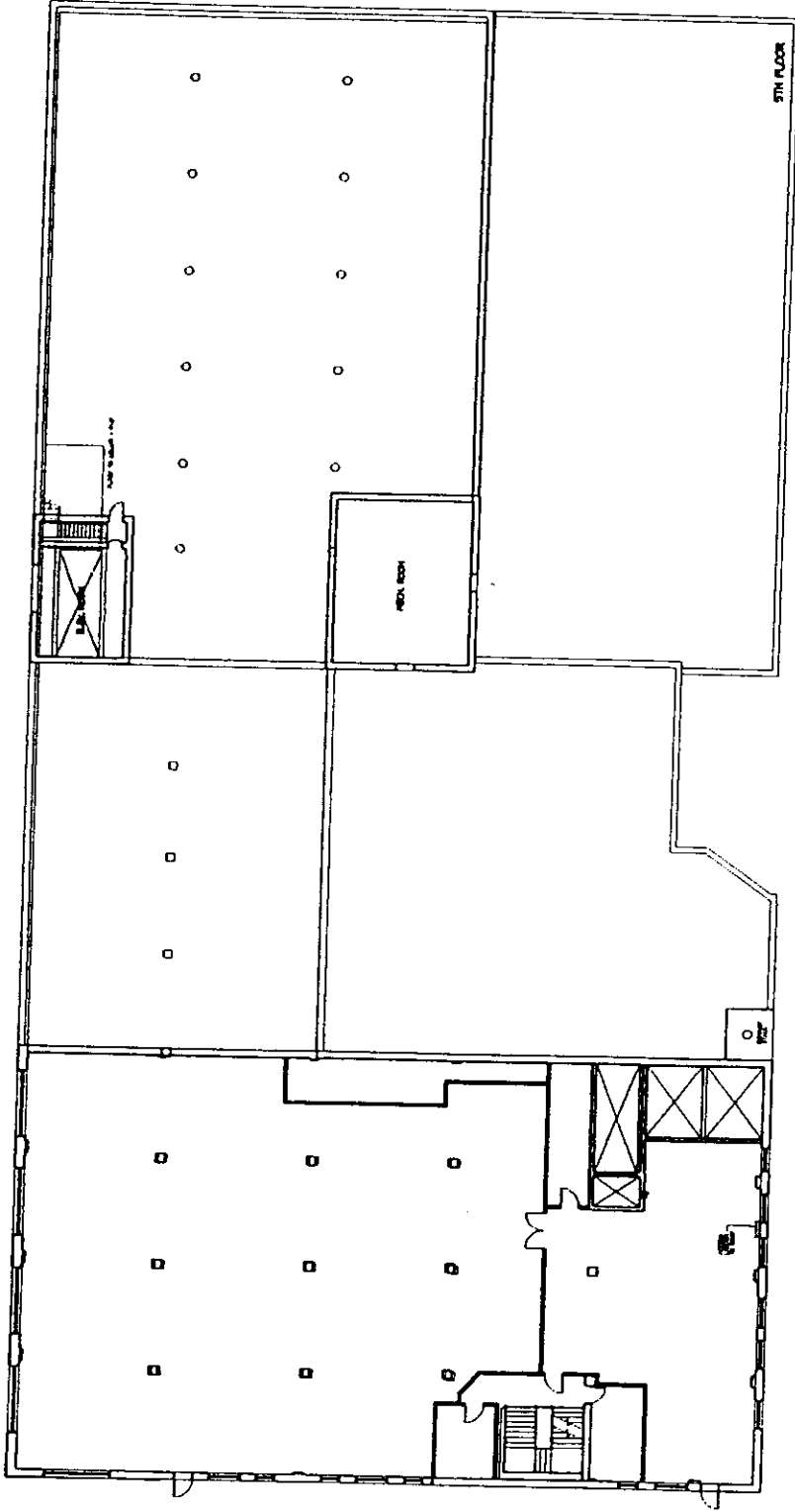
EXISTING CONDITIONS

4700 S. Ashland

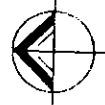
CHICAGO, ILLINOIS

BOYBLATT BROS. DEPARTMENT STORE, CHICAGO (COOK), IL

FIGURE 17b



5th Floor Plan

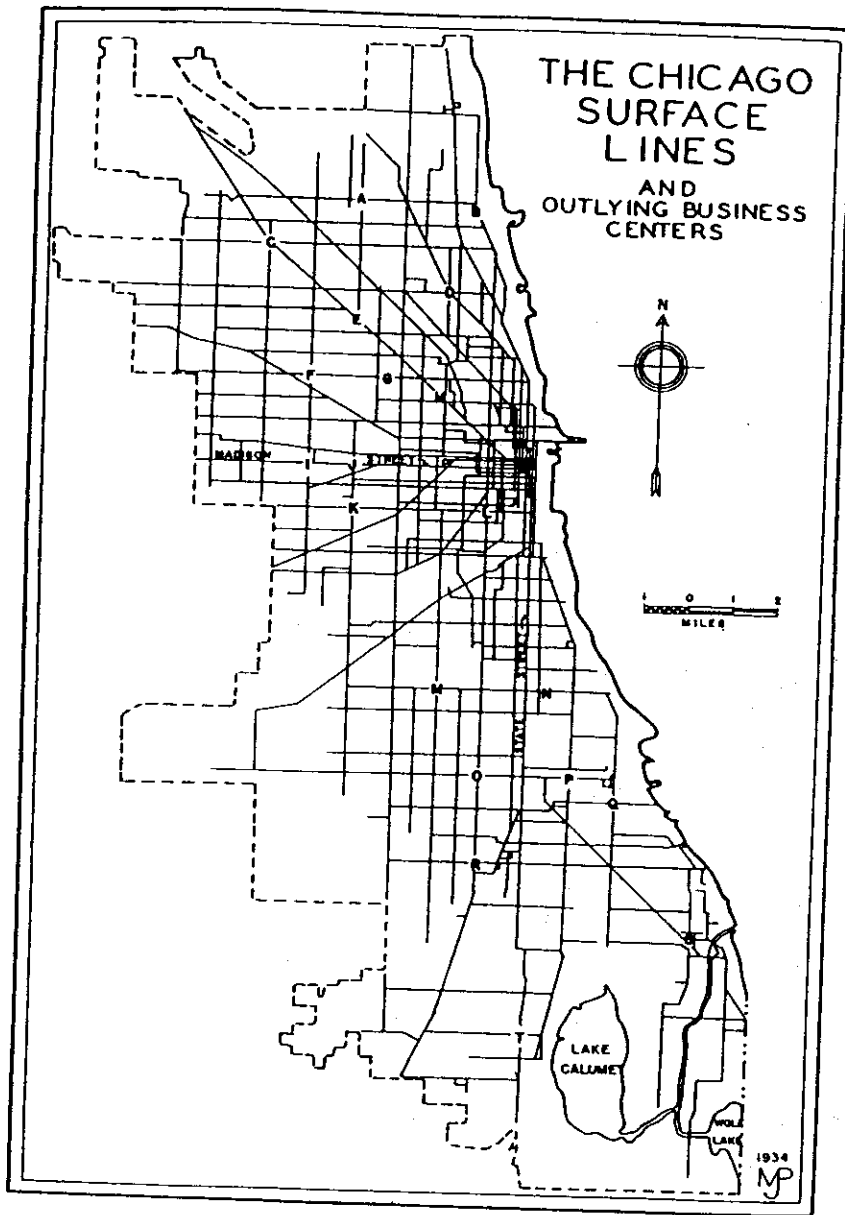


EXISTING CONDITIONS

4700 S. Ashland

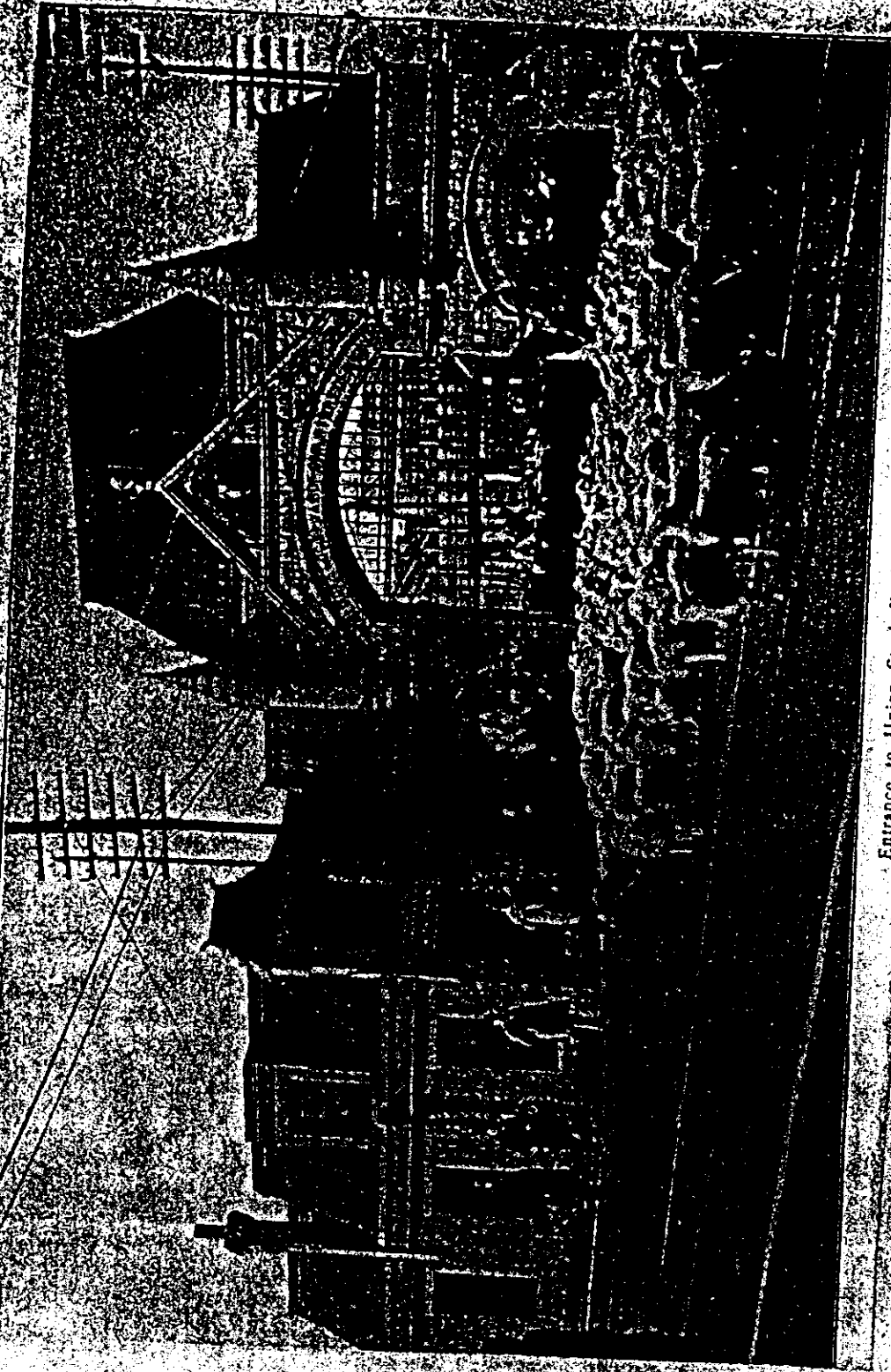
CHICAGO, ILLINOIS

BOLDART BROS. DEPARTMENT STORE, CHICAGO (COOK), IL
 FIGURE 18



GOLDBLATT BROS. DEPARTMENT STORE, CHICAGO (COOK), IL
 FIGURE 19 CHICAGO SURFACE LINES, c.1935

C.F. STOCKYARDS
CHgo Stockyards
C-13



Entrance to Union Stock Yards

GOLDBLATT BROS. DEPARTMENT STORE, CHICAGO (COOK), IL
FIGURE 2D ENTRANCE TO UNION STOCK YARDS

**THE UNGRAINED
BY INSTITUTE.**

**Classes for Children and
Adults Begun.**

Children and young men for
children and adults are being organ-
ized for the coming year at the In-
stitute. Pupils' studies, 1000 Chapter
members. Plans for a winter and
spring excursions, lectures of the school
and Institute Church weekly and monthly
and sessions of the Institute are at
ready reported to the local committee
of these new organizations.

William Kearns, director of the
People's School of Music, and Al Ten-
nant are to share in the organiza-
tion, and Henry Plunk and Hamilton
Plunk are to conduct the church ac-
tivities.

Gifts to RWs.

It is planned for the church society
to present statistics for public con-
sideration.

Full classes to high school and in
Hebrew and English instruction are
under way, and reading and sewing
classes for women and girls are re-
sulting their first instruction. Gift
albums are preparing for their first
address into the wide world of Chis-
con for the boys and girls of the school.

Methodists are being organized and their
full program are being prepared with
the aid of other churches of the land.

Dr. Robinson to Speak.

Weekly lectures on the "New Psy-
chology," by Dr. E. M. Robinson,
will begin Oct. 1. Dr. Robinson's
previous lectures were well re-
ceived, and he is expected to give
right to his fall.

A children's winter group under
the direction of Miss Frances Loring
will start their winter of children
between the ages of 4 and 10.
organized and a number of presents
likely to be placed for public showing
this fall and winter.

**40 AND 8 CAMP
BOYS VISITED
BY SQUARE POST**

36c Yd.

All 25; Government Import
No. 25 Yds. Made. No price
in case orders.

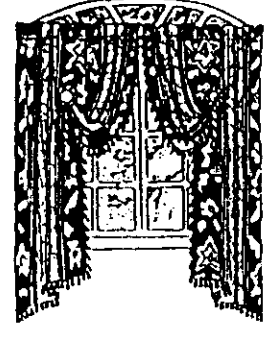
1 DEPT. BROS. STORES
CHICAGO AND ASHLAND - 47th AND ASHLAND

PORTO RICAN GOWNS OF NEW HAND EMBROIDERED CREPE **87c**
*Made of fine crepe ma-
terial in pretty designs.
Special for this sale only!*

An Unusually Timely Fabric Purchase Enables Us to Offer These

ITALIAN DRAPES
At a Fraction of Their Worth

\$14.95



We purchased 10,000 yards of luxurious drapery fab-
ric and in our own workroom we fashioned it into
drapes of rare charm, and we have reduced the
price to the cost of the materials alone.

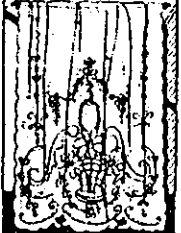
These beautiful drapes are heavy, have graceful
and novel designs, and are made of the finest
material available in this country. All with price
to have! Drapes will hold their position, and
they will last for years.

DRAPES OF LUXURIOUS SPLENDOR
FRENCH MARQUIE | CORNICHE | CALDON
SETTE | in French | FRANCE - 100% COTTON
Linen - 100% Cotton | 100% Cotton | 100% Cotton
100% Cotton | 100% Cotton | 100% Cotton | 100% Cotton
100% Cotton | 100% Cotton | 100% Cotton | 100% Cotton
29c | **79c**



**2-Piece Fine Fabric
BED SHEETS**
With Pillow
2 Pc. Kayen Fabric Bed
Sheets with pillow to
match. In five cham-
ber colors: red, full size;
edge neatly hemstitched.

A September
Purchase of
**VENICE
PANELS**
\$2.25 Values
\$1.49



Imported, these
panels are de-
signed and
produced in
Italy. They
are made of
a heavy
material and
will last for
years. They
are a fine
addition to
any room.

**White Owl Cigars
\$2.49**
Box of 50

**6- Pocket Shoe
BAGS**
29c

**Men's Flannel
Shirts**
99c

**Chamoisette
Gloves**
59c

**Men's Hanes' Part Wool
UNION SUITS**
\$1.49

**Another Scoop! Goldblatt Bros. Buy Out Tanen Co. Shirt
Factory of Troy, N. Y., at Cost of Materials Alone!**

**\$50,000 SHIRT
PURCHASE!**



Of the Entire Stock of the Tanen Shirt Co. of Troy, New York, makers of the
famous Troy made shirts, offered at less than the cost of the materials alone.

THREE GREAT GROUPS

Group One SHIRTS—Values to \$3.50
In the Latest Styles—Best Materials—Newest Colors. All Tons Made.

Group Two SHIRTS Values to \$1.75
Neatly Colored. Fast Colors. Best Materials.

Group Three SHIRTS Values to \$2.50
Rayon Striped Broadcloths. Rayon Strips Madras. Fast Color Percales.



**A Sensational
September Sale
of Remnants**

SILK REMNANTS
Canton Crepe, Flat Crepe, Soude
Crepe, Congo Lids, Congo Madrid
\$1.47
Cotton Crepe, Canton Crepe, China
Crepe, Broadcloth, Fauche
Gorgette Crepe, and others. **77c**

WASH GOODS REMNANT
Cotton Duray—
Rayon Alpaca—
Rayon Ginghams—
Printed Chambray—
Printed Chambray—
50% and Cotton Crepe.
27c
1/2 inch wide. Commercial Fast Colors.

Silk Remnants
Crepe & China,orgette Crepe,
Tah. Silk, Sport Satin, Celina
and Satin and Charmer. **47c**
Values to 98c Yd.

**Wool Remnants
DRESS GOODS**
Madras, Alpaca, Novelty Flannel, Nov-
elty Wools, Fancy Checks,
W. L. 100% Yd. to \$1.25. **37c**

**Printed Silk
Velvets**
1 1/2 inch wide. Values to \$2.50
Yd. In our yard. **\$4.98**
In our yard. Values to \$2.48
Yd. In our yard.

**Silk Chiffon
Velvet**
1 1/2 inch wide. Values to \$2.50
Yd. In our yard. **\$2.48**
In our yard.

WASH GOODS Remnants
Rayon Alpaca—
Printed Percales—
19c
Values to 98c Yd.

**Walden
Circulator**
\$79.50
Heat, Sodor-
dinary rooms. A wonderful
value for Penn-

**Bungalow
K A R R
Combination Range**
\$79.95
Hard Coal
Grey and
Soft Coal
Grey and

**Headlight
Harvest Quality and
Real Prices**
\$19.95
THE HEAD-
LIGHT is a
new idea in
the world of
lamps. It
has a lens of
crystal glass
which gives
it a beam of
light which
is as strong
as a search-
light. It
will burn
for a long
time. It
is a
wonderful
lamp.

**Mason
Jars**
77c
Glass
Jars
for
Preserving
Fruit
and
Vegetables
and
for
Desserts
and
Pickles
and
for
Beverages
and
for
Canning
and
for
Baking
and
for
Boiling
and
for
Steaming
and
for
Cooking
and
for
Braising
and
for
Roasting
and
for
Frying
and
for
Broiling
and
for
Grilling
and
for
Sautéing
and
for
Stewing
and
for
Simmering
and
for
Boiling
and
for
Steaming
and
for
Cooking
and
for
Braising
and
for
Roasting
and
for
Frying
and
for
Broiling
and
for
Grilling
and
for
Sautéing
and
for
Stewing
and
for
Simmering

RADIO SENSATION
Majestic
Wonderful distance.
Marvelous clarity.
Real beauty.
\$137.50 LESS
TUBES
EASY TERMS
Radio Music Co.

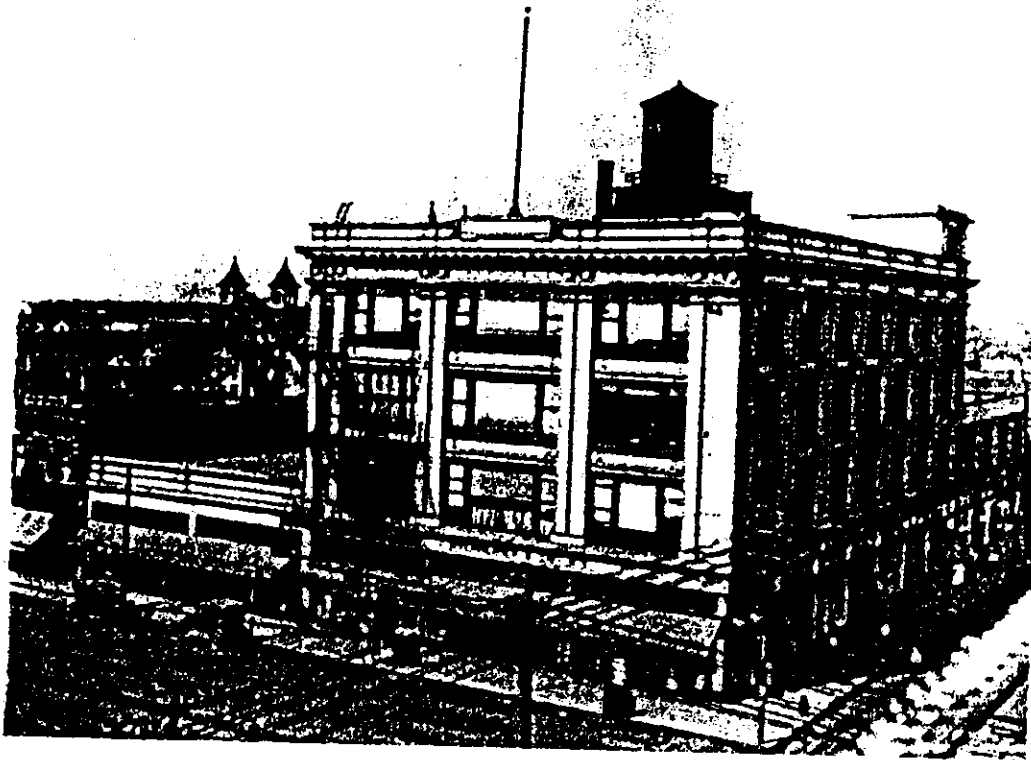
HAMS
No. 1, 4 to 16 lb.
Average. **25c**

BACON
No. 1, 1 lb.
Average. **32c**

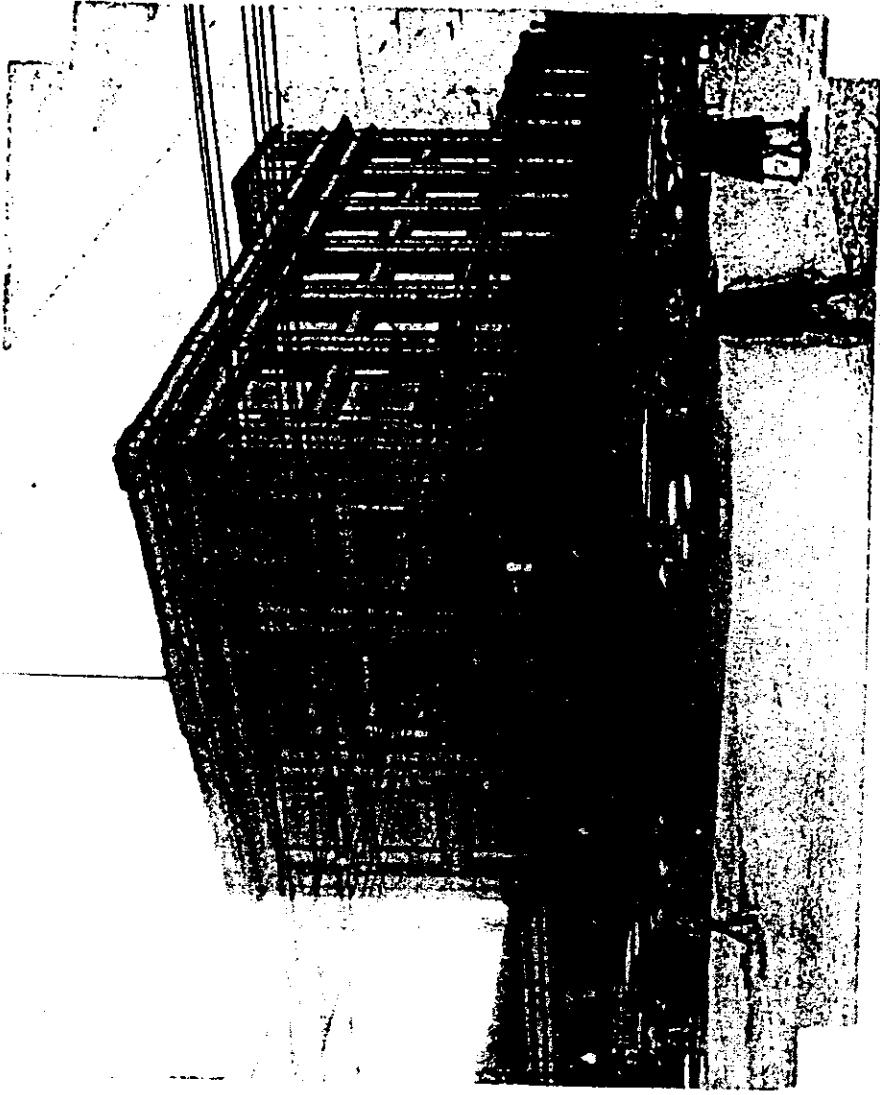
**INLAID
LINOLEUM**
Heavy durable quality;
beautiful patterns. 50 yd. **99c**

**D. M. C. Cotton
11c**
1/2 lb. 30 x 40 and 30 x 36.

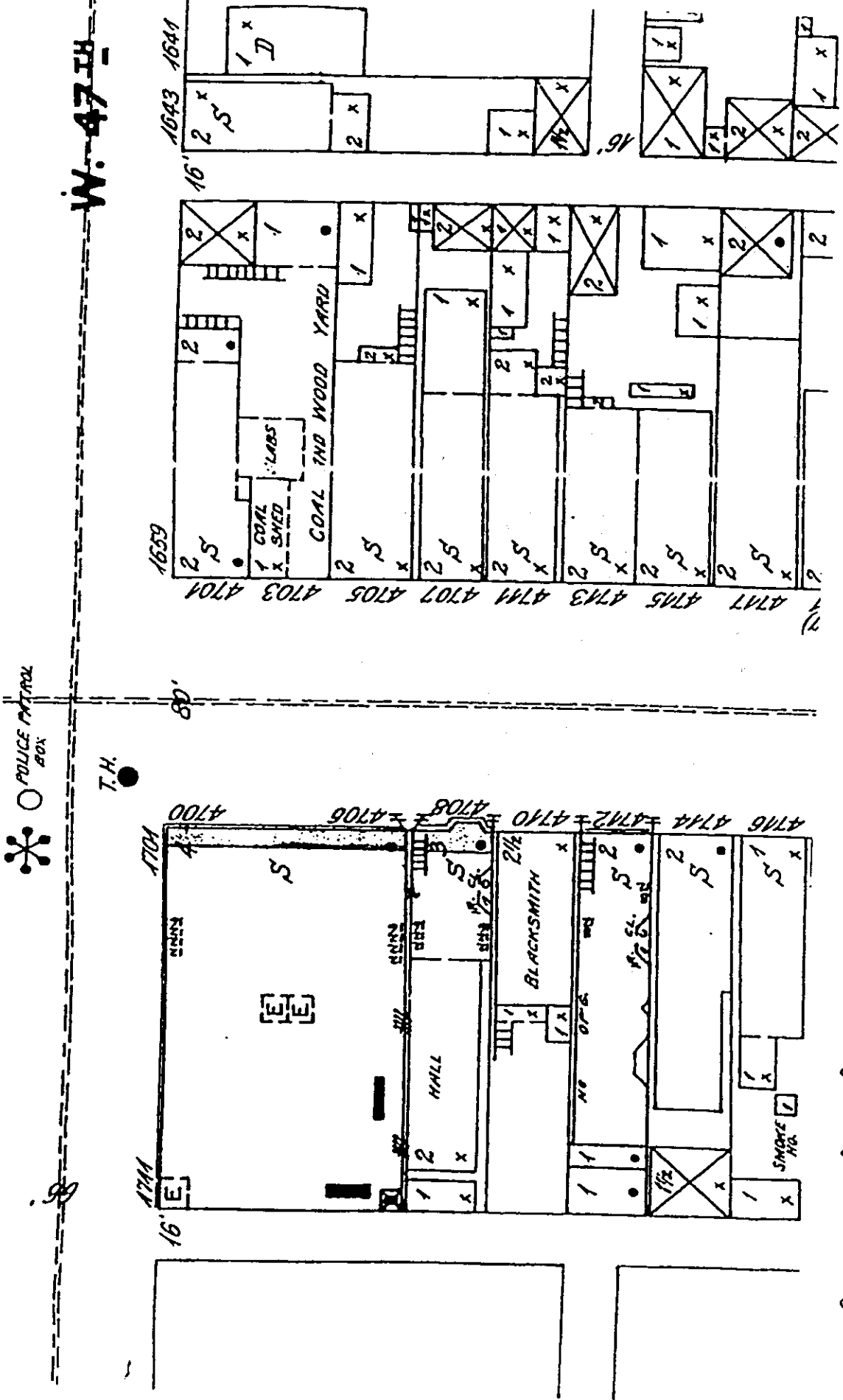
**HAND ENROIDERED
SMOCKS**
Blue, Green, Peach, Pink; and
all fine quality broad-
cloth; beaded back;
and lined pocket.
Reg. \$2.50 values. **\$1.50**



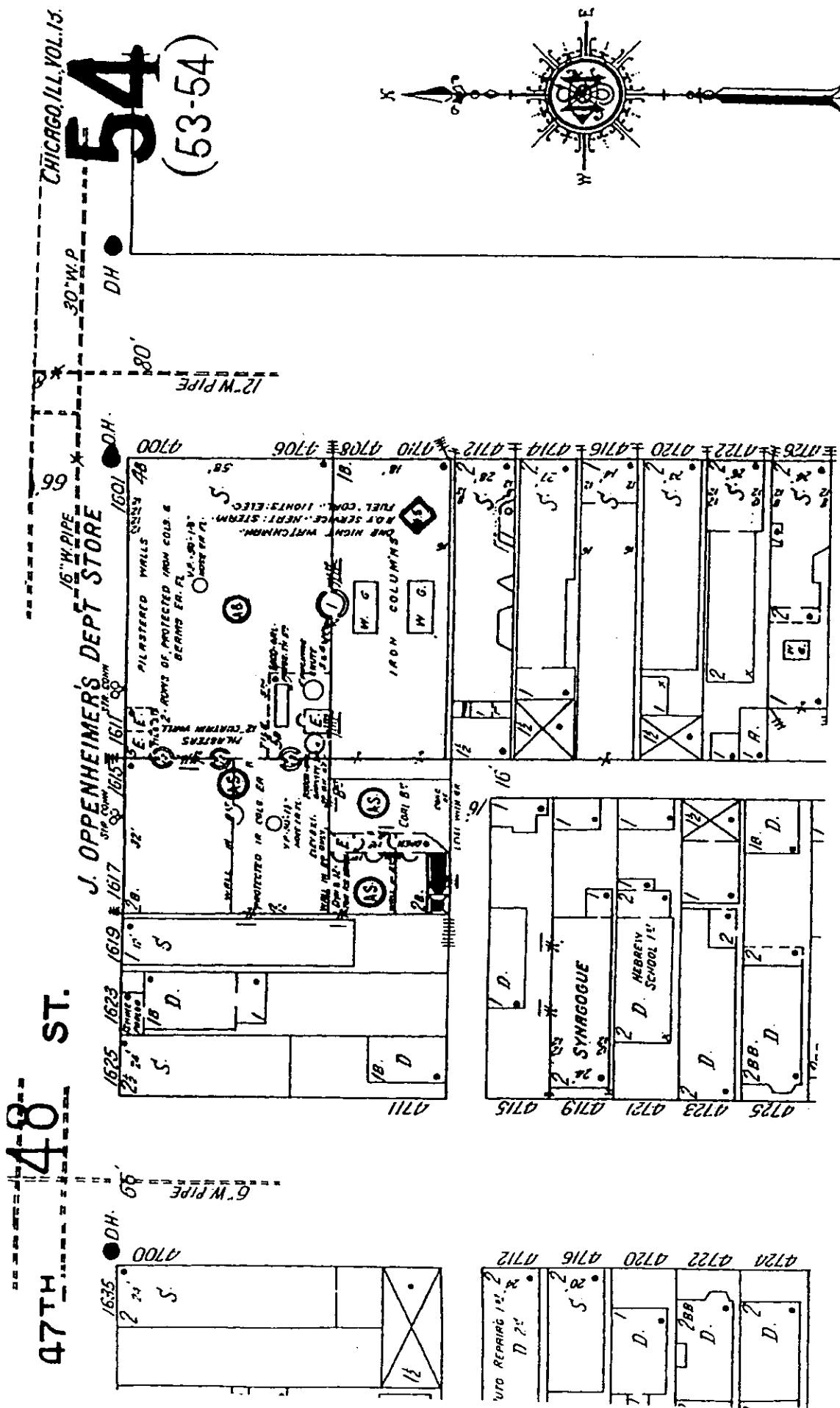
GOLDBLATT BROS. DEPARTMENT STORE, CHICAGO (COOK), IL
FIGURE 22 JULIUS OPPENHEIMER DEPARTMENT
STORE, 1915, NORTHEAST CORNER



GOLDBLATT BROS. DEPARTMENT STORE, CHICAGO (COOK), IL
FIGURE 23 ASHLAND AVENUE & 47TH STREET, SOUTHWEST CORNER
BEFORE 1928



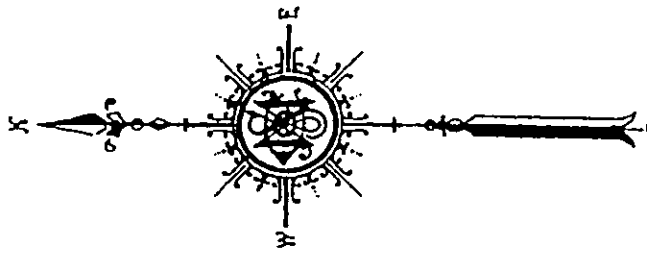
GOLDBLATT BROS. DEPARTMENT STORE, CHICAGO (COOK), IL
 FIGURE 26
 RANDORN INSURANCE MAPS, 1895
 ASHLAND AVENUE & 47th STREET



GOLDBLATT BROS. DEPARTMENT STORE, CHICAGO (COOK), IL
 FIGURE 35 HANDBORN INSURANCE MAPS, 1925
 OGDEN AVENUE & 47th STREET

CHICAGO, ILL., VOL. 13.

54
(53-54)



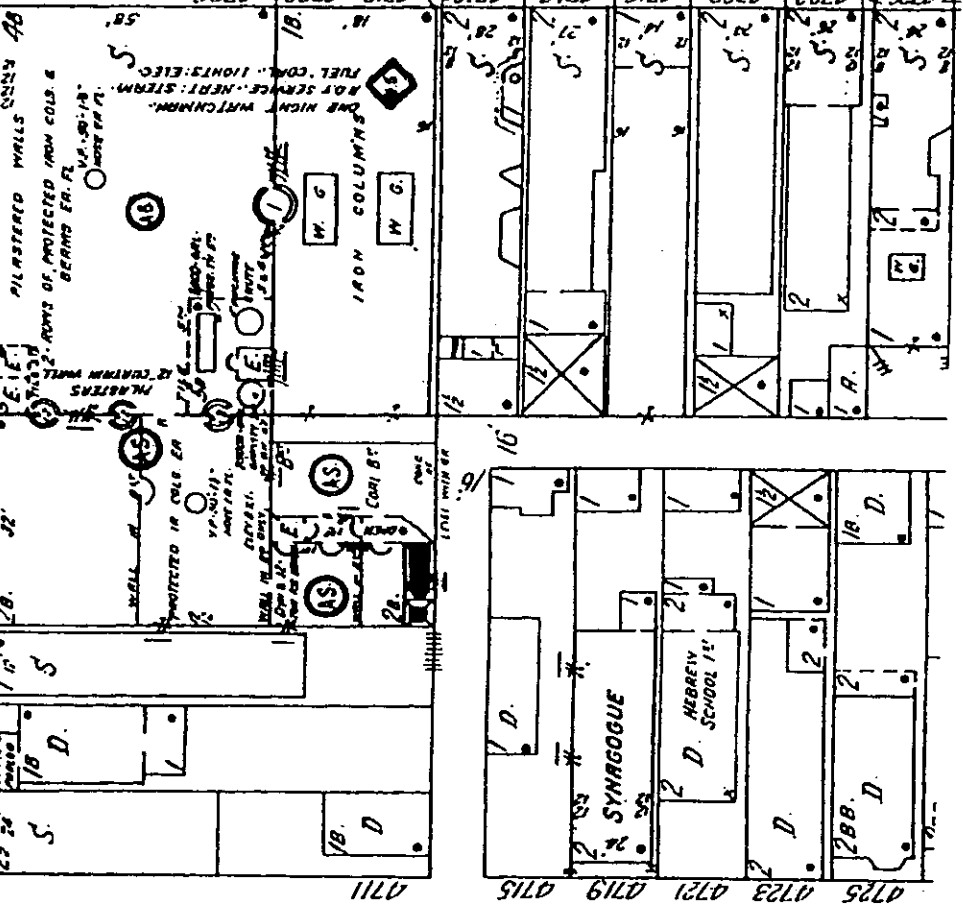
47TH ST.
 48 ST.
 1635
 1625
 1623
 1619
 1617
 1615
 1613
 1601
 30' W.P.
 12' W.P.
 80'
 66'
 6' W.P.
 16" W.P.
 15" W.P.
 DH.
 DH.
 DH.

J. OPPENHEIMER'S DEPT STORE

SYNAGOGUE

HEBREW SCHOOL 12'

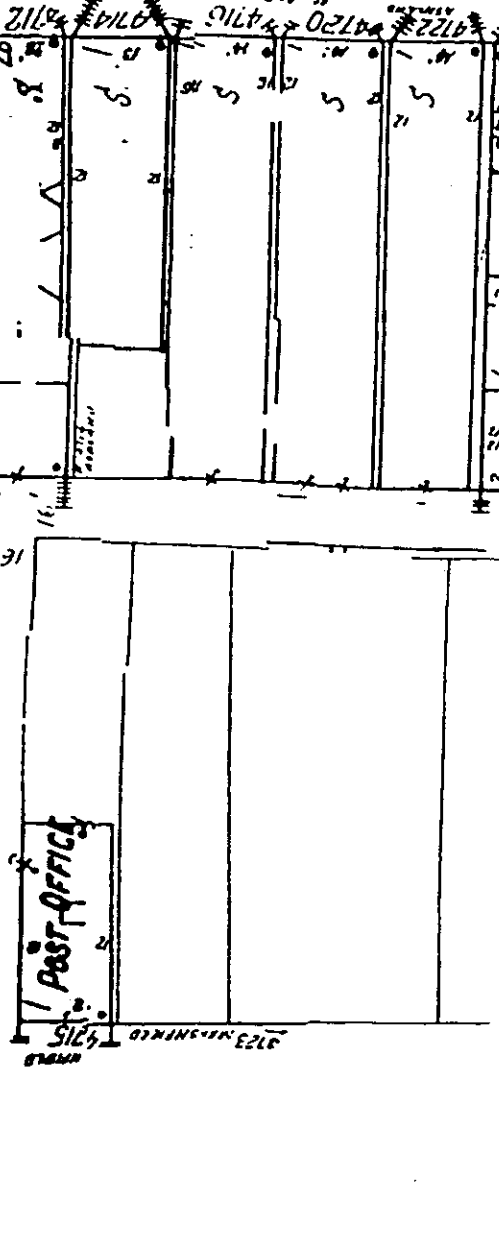
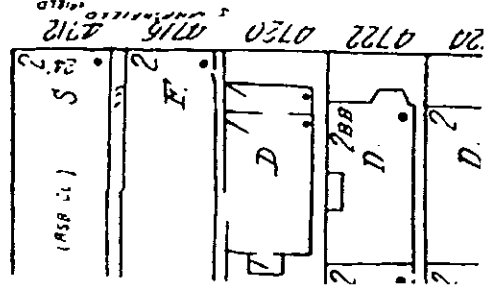
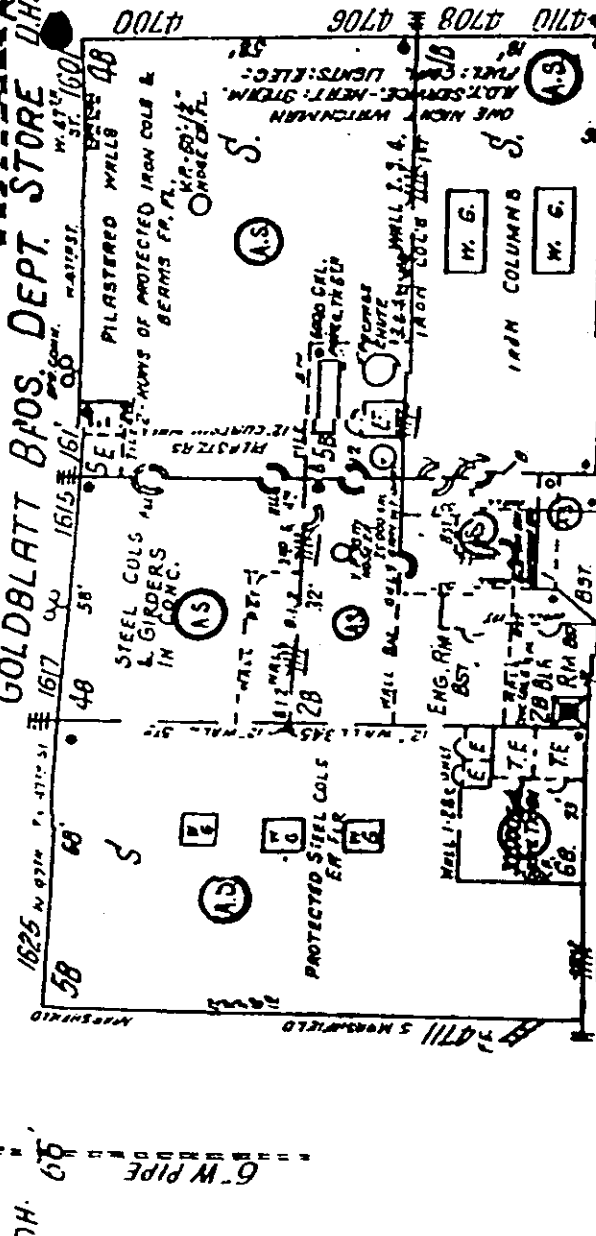
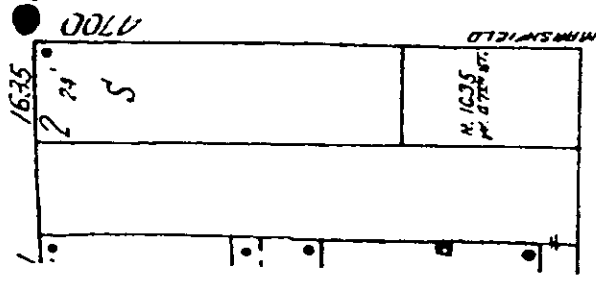
UTO REPAIRS 12'



47TH ST. 48

8" W. PIPE
16" W. PIPE
30" W. P.
12" W. PIPE
100'

1625 N. 47TH ST. 1615 1610 1605 1600
GOLDBLATT BROS. DEPT. STORE U.H.
W. 47' 160'
W. 47' 160'
W. 47' 160'



GOLDBLATT BROS. DEPARTMENT STORE, CHICAGO (COOK), IL
FIGURE 26 HANDBORN INSURANCE MAPS, 1925 MAP WITH 1950 ADDITIONS

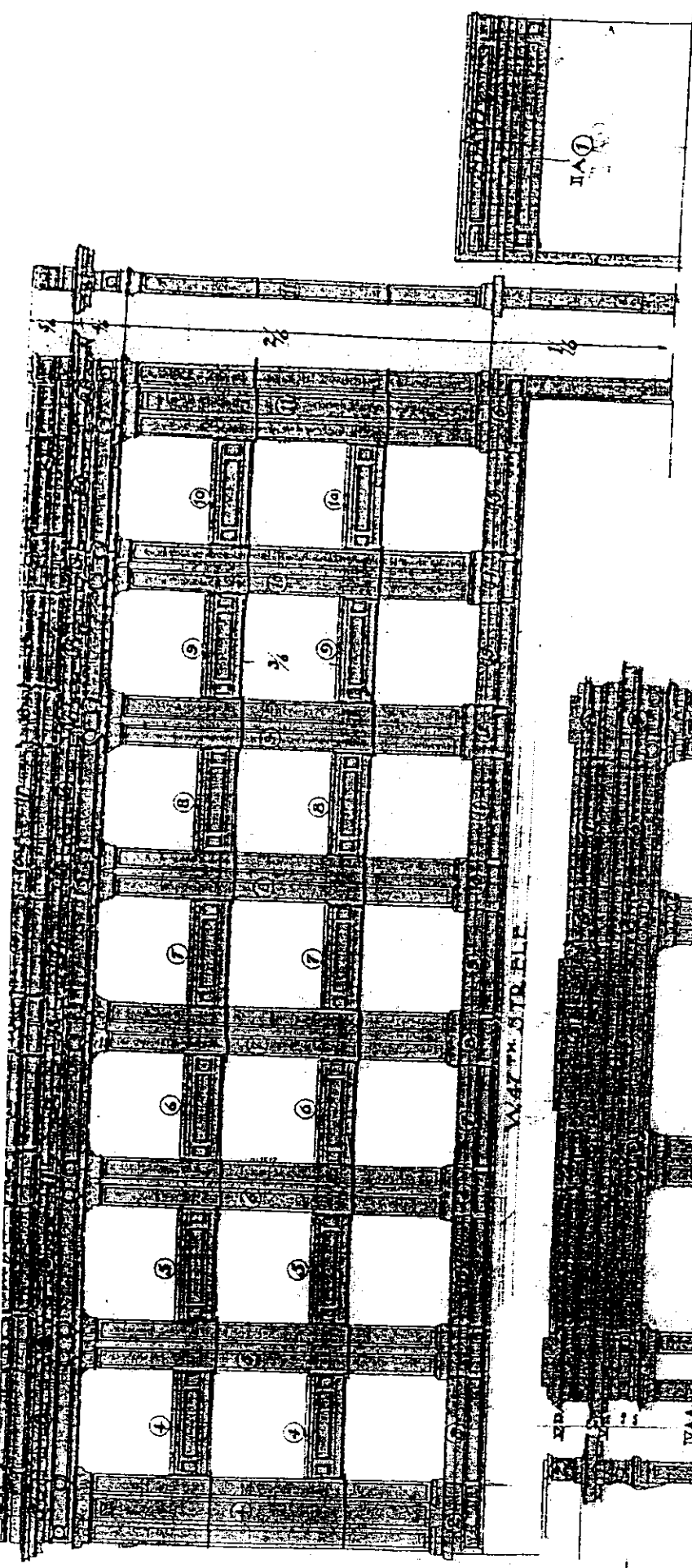
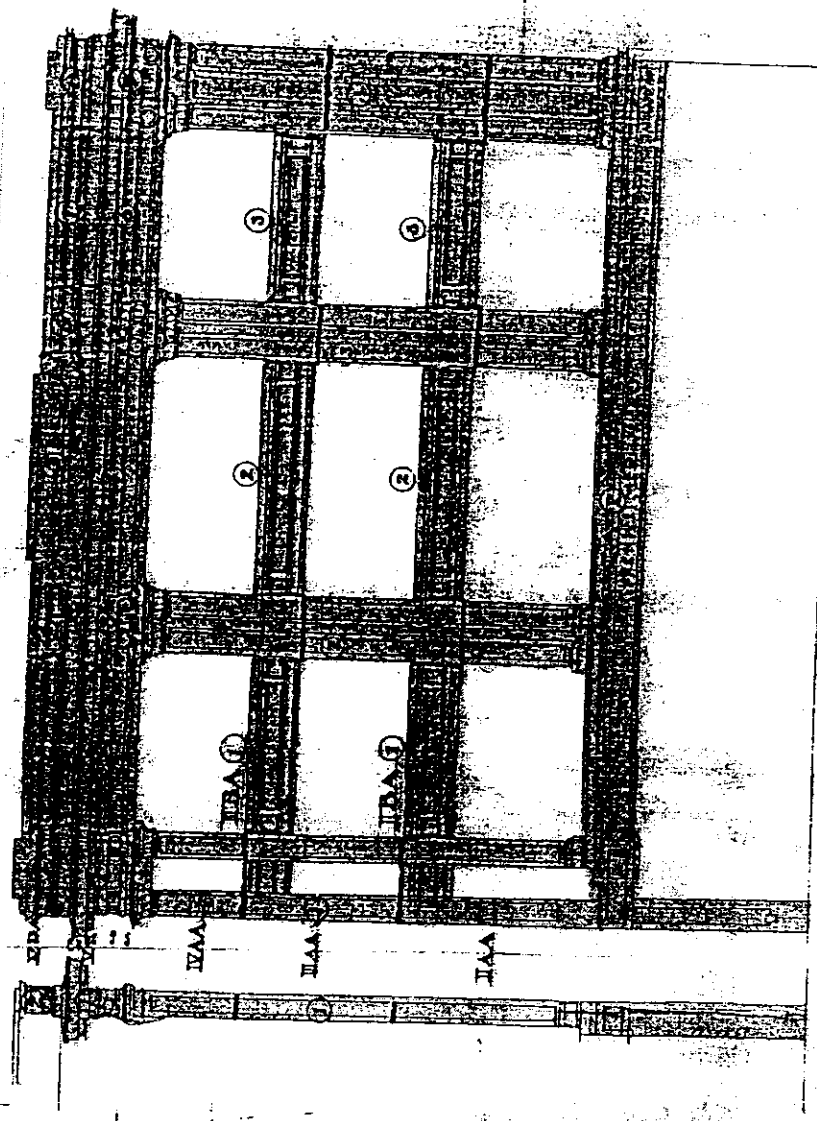
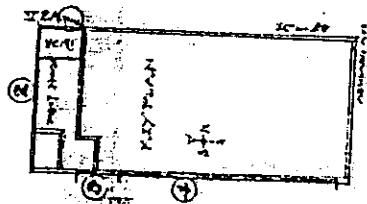


Figure 27
Key Shop Drawings

V



THE AMERICAN LITHOGRAPH & CO. PRINTERS
 100 N. W. 23rd St. ST. LOUIS, MO.
 SPRINGER & CO. CHICAGO, ILL.
 THE AMERICAN LITHOGRAPH & CO. PRINTERS
 100 N. W. 23rd St. ST. LOUIS, MO.
 SPRINGER & CO. CHICAGO, ILL.

ASHLAND AVE. E.

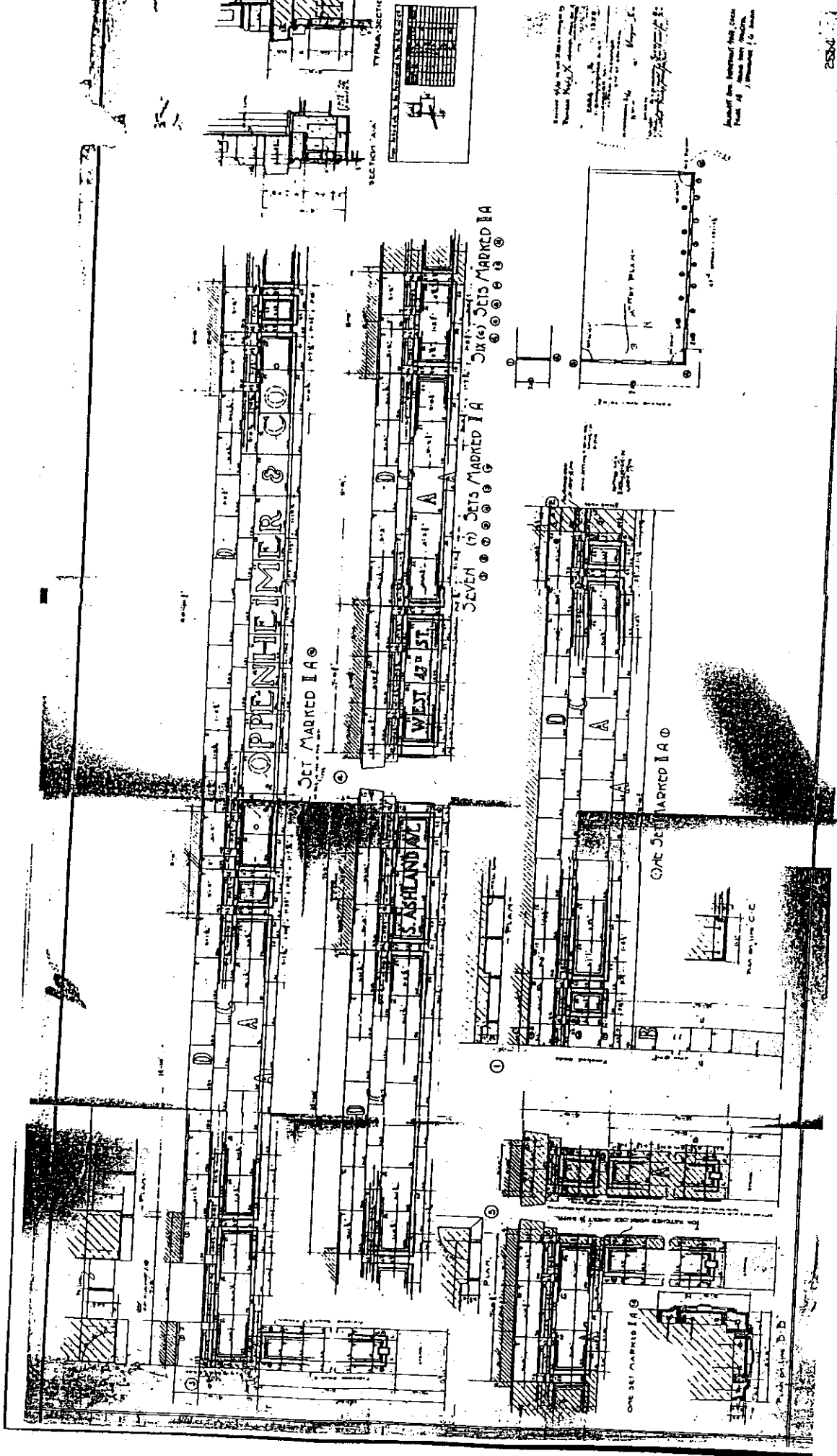


Figure 28. Second Story Boardwalk
 Sold by the Boardwalk Dept + Store
 Cook Co. Ill.



**Illinois Historic
Preservation Agency**

1 Old State Capitol Plaza • Springfield, Illinois 62701-1512 • Teletypewriter Only (217) 524-7128

Voice (217) 782-4836

Teletypewriter Only (217) 524-7128

www.illinois-history.gov

MEMORANDUM

TO: Mayor Richard M. Daley, City of Chicago
Brian Goeken, Landmarks Division, Department of Planning and Development

FROM: Tracey A. Sculle, Survey and National Register Coordinator *TAS*

DATE: June 7, 2006

SUBJECT: Preliminary Opinion for the Goldblatt Bros. Department Store, 4700 South Ashland Avenue, Chicago

The Goldblatt Bros. Department Store located at 4700 South Ashland Avenue meets Criterion A for commerce for its association with the local retail history of Chicago. The building also meets Criterion C for its architecture, as a good example of Chicago School architecture with Classical Revival details within the New City Community area. The department store was originally designed in 1915 by local Chicago architect Aschuler for J. Oppenheimer, a local retailer. In 1928, the Goldblatt brothers purchased the building making it their second retail location in the city. They quickly increased the size of the store with improvements and an addition. As with their earlier store at Chicago, the brothers sought a location outside the downtown commercial core continuing the shift from downtown to outlying retail stores in emerging residential areas made possible by extending transportation lines. This property compares favorably to other large retail department stores in the city. Architecturally, it is one of the few buildings in this style in the New City area. Its period of significance is from 1915, when the building was first constructed to 1956, the fifty-year cut off for National Register significance. The Goldblatt Bros. Department Store retains integrity and clearly conveys both its historic and architectural importance. It will make an excellent addition to the National Register of Historic Places.



City of Chicago
Richard M. Daley, Mayor

Department of Planning
and Development

Lori T. Healey
Commissioner

Suite 1600
33 North LaSalle Street
Chicago, Illinois 60602
(312) 744-3200
(312) 744-9140 (FAX)
(312) 744-2578 (TTY)

<http://www.cityofchicago.org>

August 7, 2006

Tracey A. Sculle
Survey & National Register Coordinator
Illinois Historic Preservation Agency
1 Old State Capitol
Springfield, IL 62702

- Re: **Chicago nominations to the National Register of Historic Places for**
- **Cook County Hospital Administration Building, 1835 W. Harrison St.;**
 - **Goldblatt Bros. Department Store, 4700 S. Ashland Ave.; and**
 - **Austin Town Hall Park Historic District, comprised of the following five properties:**
 - **Austin Town Hall and Park, 5626 W. Lake St.**
 - **Henry W. Austin Branch, Chicago Public Library, 5615 W. Race Ave.**
 - **Francis Scott Key Public School, 517 N. Parkside Ave.**
 - **Austin Branch, YMCA, 501 N. Central Ave.**
 - **Fraternite Notre Dame: Our Lady of Frechou Traditional Catholic Church (originally Austin Methodist Church), 502 N. Central Ave.**

Dear Ms. Sculle:

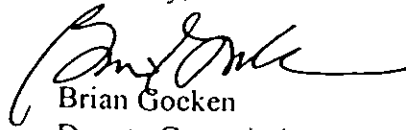
This is in response to your letters of June 6, 2006, to Mayor Richard M. Daley and the Commission on Chicago Landmarks asking for the Commission's comments on the nominations of the properties referenced above to the National Register of Historic Places. As a Certified Local Government (CLG), the City of Chicago is given the opportunity to comment on local nominations to the National Register prior to being considered by the Illinois Historic Sites Advisory Council.

At its regular meeting of August 3, 2006, the Commission voted unanimously to support the National Register listings for all three nominations. The Commission's resolution is attached. As part of their review of two of the nominations, the Commission also made some technical comments, which are incorporated in the resolution.



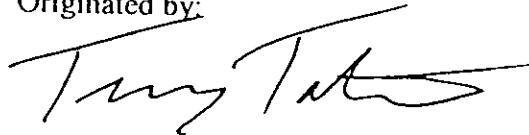
Please contact Terry Tatum of my staff at 312-744-9147 if you have any questions.

Sincerely,



Brian Gocken
Deputy Commissioner
Landmarks Division

Originated by:



Terry Tatum
Director of Research
Landmarks Division

encl.

cc: Alderman Madeline L. Haithcock, 2nd Ward
Alderman Arenda Troutman, 20th Ward
Alderman Isaac S. Carothers, 29th Ward
Alderman Emma Mitts, 37th Ward
President Bobbie Steele, Cook County Board of Commissioners
Commissioner Mike Quigley, Cook County Board of Commissioners
Jason Liechty, 10th District Office, Cook County Board of Commissioners
Bruce Washington, Cook County Office of Capital Planning & Policy
Elizabeth Melas, Cook County Office of Capital Planning & Policy
Linda Peters
Emily Nelan, 4700 South Ashland LLC
Daniel Bluestone
Phil Krone
Tim Mitchell, Chicago Park District
Arnold Randall, Chicago Park District
Mary Dempsey, Chicago Public Library
Arne Duncan, CEO, Chicago Board of Education
Most Reverend Bishop Jean Marie Roger Kozik, Fraternite Notre Dame, Our
Lady of Frechou Traditional Catholic Church
Dale Kelley, Executive Director, Austin YMCA
James Keane, Executive Vice-President and General Counsel, YMCA of
Metropolitan Chicago
Lori T. Healey, DPD
Kathleen Nelson, DPD
Mary Bonome, DPD
Judy Minor-Jackson, DPD
Juanita Charlton, DPD
Lynette Wilson, Ref. # 06-01012826

Resolution
by the
Commission on Chicago Landmarks
on the
Nominations to the National Register of Historic Places
for the

**Cook County Hospital Administration Building,
1835 W. Harrison St.**

**Goldblatt Bros. Department Store,
4700 S. Ashland Ave.**

Austin Town Hall Park Historic District

August 3, 2006

The Commission on Chicago Landmarks finds that:

1. **The Cook County Hospital Administration Building** at 1835 W. Harrison St. meets both Criterion A for health/medicine, education and social history, and Criterion C for architecture for listing on the National Register of Historic Places, with the following comments:
 - The nomination mentions, albeit briefly, the building's rear pavilions. It is the Commission's understanding that the nominators wish only to nominate the administration building, and not the rear pavilions that are soon to be demolished. Yet, and consistent with the Commission's understanding of National Register guidelines, the Illinois Historic Preservation Agency (IHPA)'s preliminary opinion indicates that the pavilions would be considered contributing, having been constructed within the building's period of significance (1912-1956) as defined by the National Register nomination. The nominators should speak further with IHPA staff about this issue and how the pavilions should be treated in the nomination; and
 - For the purposes of Criterion A, the nomination should more thoroughly discuss the history of Cook County Hospital as an institution important in both local and national medical history. The hospital is known for innovations in several medical fields, including emergency medicine and the nation's first blood bank. More information on this aspect of Cook County Hospital's history, including where these activities occurred within the building, would strengthen the case for meeting Criterion A.
2. **The Goldblatt's Department Store** at 4700 S. Ashland Ave. meets Criterion A for commerce and Criterion C for architecture for listing on the National Register of Historic Places.
3. **The Austin Town Hall Park Historic District** in the Austin neighborhood meets Criterion A for social history and community planning and development, and Criterion C for architecture for

listing on the National Register of Historic Places, with the following comment:
• that the church building included in the nomination, originally built as the Austin Methodist Church, be identified in the nomination by its current name, Fraternite Notre Dame: Our Lady of Frechou Traditional Catholic Church.

Now, therefore, be it resolved by the Commission on Chicago Landmarks that it hereby supports the listing of all three nominations to the National Register of Historic Places.

The recommendation was adopted unanimously.

David Mosena
David R. Mosena, Chairman
Commission on Chicago Landmarks

Dated: 8/3/06



WEEKLY LIST OF ACTIONS TAKEN ON PROPERTIES: 11/13/06 THROUGH 11/17/06

KEY: State, County, Property Name, Address/Boundary, City, Vicinity, Reference Number, NHL, Action, Date, Multiple Name

DISTRICT OF COLUMBIA, DISTRICT OF COLUMBIA STATE EQUIVALENT, Streetcar and Bus Resources of Washington, DC MPS, Washington, 64500948, ADDITIONAL DOCUMENTATION APPROVED, 11/14/06 (Streetcar and Bus Resources of Washington, DC MPS)

DISTRICT OF COLUMBIA, DISTRICT OF COLUMBIA STATE EQUIVALENT, Washington and Georgetown Railroad Car House, 770 M St. SE, Washington, 06000516, LISTED, 11/14/06 (Streetcar and Bus Resources of Washington, DC MPS)

ILLINOIS, COOK COUNTY,
Austin Town Hall Park Historic District, Roughly bounded by West Lake St., N. Central Ave., N. Parkside Ave., and West Race Ave., Chicago, 06001015, LISTED, 11/15/06

ILLINOIS, COOK COUNTY,
Goldblatt Bros. Department Store,
4700 S. Ashland Ave.,
Chicago, 06001016,
LISTED, 11/15/06

ILLINOIS, LAKE COUNTY,
Lake Bluff Upton Commercial Historic District, 20, 31-113 E. Scranton, 26-40 (even) E. Center Ave., and 550 N. Sheridan, Lake Bluff, 06001021, LISTED, 11/15/06

ILLINOIS, MCLEAN COUNTY,
Cedar Crest Addition Historic District,
Roughly bounded by Constitutional Trail, Division St., Highland Ave. and Fell Ave., Normal, 06001022, LISTED, 11/15/06

ILLINOIS, MONTGOMERY COUNTY,
Brown Shoe Company Factory,
212 S. State St.,
Litchfield, 06001019,
LISTED, 11/15/06

IOWA, CLAY COUNTY,
Ross, Seymour, Round Barn,
Off IA 374,
Gillet Grove vicinity, 86001422,
REMOVED, 11/15/06
(Iowa Round Barns: The Sixty Year Experiment TR)

MASSACHUSETTS, FRANKLIN COUNTY,
Colrain Center Historic District,
Main, Greenfield, and Jacksonville Rds., Streeter Ln., River and Coburn Sts., Colrain, 06001057,
LISTED, 11/15/06

MICHIGAN, DELTA COUNTY,
Minneapolis Shoal Light Station,
In northern Green Bay 6.6 mi. S of Peninsula Point, NW of Lake Michigan, Bay de Noc vicinity, 06001025, LISTED, 11/15/06 (Light Stations of the United States MPS)

MICHIGAN, LIVINGSTON COUNTY,